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## KELLY MUSIC FOR LIFE KICKS OFF CAPITAL CAMPAIGN

### THE KELLY CENTER – MUSIC, ARTS, COMMUNITY

**Havertown, PA - Tuesday November 13<sup>th</sup>, 2017** – Kelly Music for Life, a Havertown, PA based 501c3 non-profit dedicated to improving lives and communities through music and arts, has announced the launch of a \$500,000 capital campaign to raise funds to open The Kelly Center for Music, Arts, and Community located at 4 E. Eagle Rd in Havertown.

Currently, the vast majority of performance spaces in Havertown are bars. This means that families, teens, and children don't have a community performance space that meets their needs. By day, the Kelly Center will offer comfortable community gathering space with FREE Wifi and a coffee/juice bar. Daytime programs will target children and seniors. At night the venue will present professional performers in all genres bringing great entertainment to Havertown.

The Kelly Center will be a permanent fixture in Haverford Township. The organization will rely on philanthropic contributions, corporate sponsorships, grants and donations to fund the majority of construction costs.

Tom Kelly, Chairman and Executive Director commented, "Of all the multi-demographic programs we have planned, I am most excited about creating after school programs for middle and high school students. The Kelly Center will provide a safe, drug-free environment for our youth. Young performers will get stage time to work on their craft. And their peers will enjoy a comfortable gathering space to socialize and listen to music."

The Kelly Center will be Kelly Music for Life's first year round space to foster and encourage artistic creativity in Haverford Township by offering space and opportunity for young and old to showcase their talents in a state of the art performance and gallery space. A stage area with sound and lights will give performers the opportunity to play in a professional setting and experience the thrill of a live audience. Art gallery areas will feature the works of local artisans and crafters.

Kelly Music for Life has established a reputation for producing various annual events that benefit music education and other community initiatives. Successful community events include Haverford Spring Fest, Havertown Irish Festival, Concert in the Park Summer Series, Havertown Harvest Fair, Martini Lounge Dance, and more.

There are many levels of support, such as naming rights and sponsor packages for donations of any size. All donations are tax deductible to the full extent of the law. Contact Tom Kelly or Cindi Rooney for complete details at 610-996-0841 or e-mail her at [CindiRooney@gmail.com](mailto:CindiRooney@gmail.com).

### **TESTIMONIALS**

Kelly Music for Life has made Haverford Township a more attractive place to live and to do business. What is most impressive and gratifying is that they have done it at no cost to the local government or taxpayers. Kelly Music for Life has supported music education, library music programs, and many other initiatives. I fully support the new Kelly Center for Music and Arts and its plan to serve people of all ages in our community.

*Mario Oliva, Commissioner*

*Township of Haverford*

Music is a powerful means of connecting people. It bridges language and cultural divides, and is a vehicle for identity and expression like no other. Kelly Music for Life has generated rich social, cultural and economic benefits for Haverford Township. We are delighted to have Kelly Music for Life in our community.

*Lawrence J. Gentile*

*Township Manager*

*Emergency Management Coordinator*

*Township of Haverford*

**###**

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