



The CMAC Project

Classical Music *Across Cultures*

The CMAC Project
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FOR IMMEDIATE RELEASE

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Target Awards Grant to Fund a Guilford County Teacher's Visionary Project

Target partners with the CMAC Project reach out to underserved string music students and bring together the Greensboro community in a unique and impactful way.

GREENSBORO, NC, September 2, 2011 – Target has partnered with the [CMAC Project](#) (Classical Music Across Cultures) by awarding a \$2,000 grant in recognition of its efforts of an aggressive three-day outreach program that will reach thousands of Guilford County string music students and area university music education majors, as well as bring together the Greensboro community in a unique and impactful way – artistically, socially and educationally. This project revolves around bringing the Detroit-based, all Black and Latino chamber orchestra, [Sphinx Virtuosi featuring the Catalyst Quartet](#) to Greensboro during the [17 Days Festival](#). This project will help build classical music audiences, reach out to underserved public school music students, and help prepare teachers to better meet the needs of their underserved students.

“Target is very generous to so many worthwhile causes. We’re so honored that they value the CMAC Project! Thanks to Target we are even closer to meeting our financial goal to bring Sphinx Virtuosi to Greensboro.”

--Marta Richardson, Violin Teacher & CMAC Project Coordinator

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since 1946, Target has given 5 percent of its income to communities. Today, that giving equals more than \$3 million every week.

“At Target, our local grants are making a difference in communities across the country,” said Laysha Ward, President, Community Relations, Target. “We’re proud to partner with the CMAC Project as part of our ongoing commitment to strengthen communities where our guests and team members live and work.”

Additionally, Target also gives through signature programs that are designed to inspire learning in children and families. Programs include:

- Take Charge of Education[®], a school fundraising program;
- Target School Library Makeovers, a program that provides year-round volunteer opportunities for Target team members to get involved with their local school;
- Target Field TripSM Grants, a program that helps educators bring learning to life outside the classroom through the distribution of grants;

- Target House[®], serves as a home away from home for families of children receiving lifesaving treatment at St. Jude Children’s Research Hospital[®] in Memphis. The St. Jude School Program presented by Target, is staffed with accredited teachers and helps patients stay on track academically while undergoing treatments that can last months;
- Target Volunteers, a nationwide network of Target team members, retirees, families and friends who volunteer millions of hours to community projects.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,750 stores in 49 states nationwide and at Target.com. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target’s commitment to corporate responsibility, visit Target.com/hereforgood.

About the CMAC Project

[The CMAC Project](http://TheCMACProject) (Classical Music Across Cultures) will help build classical music audiences, bring together diverse people groups and cultures, influence children’s futures and much more. Learn more about the CMAC Project by visiting CMACProject.org and connecting with us on facebook/CMACProject, twitter.com/CMACProject, youtube.com/CMACProject, and linkedin.com (Keyword: CMAC Project).

About Marta Richardson

The visionary for this project is Marta Richardson, a public school violin teacher at Peeler Open School for the Performing Arts in Greensboro, NC. Marta is a graduate of the UNCG School of Music, a former member of the Greensboro Symphony and a founding member of the world music group Songs of Water.

