



## FOR IMMEDIATE RELEASE

### **musiKids Starts musiKares Music Donation Program for Lombardi Cancer Center Patients Public Encouraged to Donate CDs & CD Players**

Bethesda, MD - 07/18/2006: Donated CDs will be delivered to Georgetown University Hospital on December 15 - Adult and Children's CDs needed

Lisa Flaxman, President and Founder of musiKids and cancer survivor, and winner of Women Business Owners of Montgomery Sapphire Award (Oct. 2006), has launched " musiKares, " a CD drive to accept donations from the public to benefit adult and pediatric patients. musiKids is a unique music and movement program created in 1998 to offer the highest quality original programs for infants and children up to five years in age.

The catalyst for the musiKares program began in June of 2006 when Flaxman donated more than 300 CDs and eight CD players to the Georgetown Lombardi Comprehensive Cancer Center. The donation was so well received by patients undergoing cancer treatment and staff that Flaxman has encouraged the general public to get involved. To date, musiKares has donated almost 800 CDs and 16 portable CD players to Lombardi and will donate hundreds more on December 15 to both the cancer center and the pediatric center.

As a breast cancer survivor who underwent treatment at the Lombardi Cancer Center, Flaxman knows the importance of using music as a means to help get people through a very hard time. " I have been singing my entire life, but I stopped when I went through chemotherapy. After chemo, still bald, still tired, I sang to the Lombardi Cancer Center patients and doctors with all my heart. It gave me strength to begin again, to gain hope that there would be more days I could make people feel better through music. "

In a letter personally thanking Flaxman for her June donations, Nancy Pierce Morgan, Director of the Arts and Humanities Program at Georgetown University Hospital, stated, " An inpatient who was very distressed over a setback in her condition happily listened to Tina Turner, Grover Washington, and the Beatles. She said it made all the difference in her ability to cope with her unexpected and stressful week in the hospital. "

To participate in the musiKares program, individuals can drop off music CDs or CD players to either the Bethesda or Rockville locations of musiKids; Monday-Friday from 9:30-4 and Saturdays from 9:30-12:30.

musiKids; Bethesda is located at 4900 Auburn Avenue, Bethesda, MD 20814. musiKids; Rockville is located in Congressional Village Shopping Center at 1701 Rockville Pike, Suite B-8, Rockville, MD 20852.

#### **About musiKids**

musiKids is a unique music program created in 1998 by Lisa Flaxman, Founder, to offer the highest quality original programs for infants and children up to five years in age. musiKids emphasizes small, intimate classes in a flexible, relaxed atmosphere where children are encouraged to sing, play, explore, listen, and move. Teachers are all professional musicians and experienced early childhood educators who love children. Adults are encouraged to be active participants and interact positively with the children in a musical context.

