



**Harmony, Inc.**

International Organization of Women Barbershop Singers

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**FOR IMMEDIATE RELEASE**

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**HARMONY, INC. PARTNERS WITH HARMONY FOUNDATION INTERNATIONAL**

*Fundraising Organization to Support Harmony, Inc.'s Directors First Initiative*

**STANDISH, MAINE (APRIL 11, 2018)** — Harmony, Incorporated, an international organization of female *a cappella* singers specializing in the barbershop harmony style, announced it has partnered with the Harmony Foundation International (HFI) to accomplish the fundraising goals it has set as part of its Directors First program, a multi-year initiative to send musical leaders to Harmony University.

Directors First, a program launched in 2017, aims to send one musical leader from each chapter of Harmony, Inc. to Harmony University, a premier barbershop harmony educational event hosted by the Barbershop Harmony Society. The initiative is funded exclusively by members' donations. Harmony Foundation International will be the exclusive U.S. fundraising partner for this program, effective April 1, 2018.

"At Harmony, Inc., we know that the strength of our organization lies primarily in the hands of our musical leaders," says Christina Lewellen, the International President of Harmony, Inc. "The International Board of Directors knows that strong musical leaders equal strong chapters, strong chapters equal strong Areas, and strong Areas equal a strong international organization. There's nothing more critical for our membership than investing in our directors and musical leadership. These talented individuals deliver the local barbershop harmony experience to our members and they deserve our support to continue to advance their skills and expertise."

Lewellen added that, while the Directors First program has been successful in the first two years of the program—sending more than 25 Harmony, Inc. directors and leaders to Harmony University so far—keeping momentum in the fundraising effort takes a dedicated team such as that which is offered by HFI. "We knew that a program this important required the attention and expertise beyond what our dedicated volunteers could give," she added. "With HFI providing us fundraising support in the U.S., alongside the incredibly positive relationship we have with Sing Canada Harmony to support us in Canada, we are confident the Directors First initiative will take all of Harmony, Inc.'s musical leaders to the next level."

"Our goal is to find and inspire donors to financially contribute toward singing programs of proven excellence. By linking their funding with those longing to participate but who have limited means to do so, our donors' dollars become a catalyst towards our slogan of 'a better world through singing,'" says Dr. Perry White, Harmony Foundation's CEO. "Harmony, Inc.'s



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Directors First program is a perfect fit with our mission and we are thrilled to partner with them on this worthy campaign."

Harmony University is a week-long educational experience hosted annually by the Barbershop Harmony Society. Directors and singers from throughout the world gather at Belmont University in Nashville, Tenn., and customize their experiences with a wide variety of educational tracks and educational approaches.

For more information about Harmony, Inc., visit [HarmonyInc.org](http://HarmonyInc.org).

### **About Harmony, Incorporated:**

*Harmony, Inc. is an international, non-profit organization whose purpose is to empower all women through education, friendship and a cappella singing in the barbershop style. Since 1959, the organization has expanded from its Eastern roots to include more than 60 chapters in the United States and Canada, from California to Newfoundland, and from Manitoba to Florida. For more information, visit [HarmonyInc.org](http://HarmonyInc.org).*

### **Harmony Foundation International, Inc.:**

*The mission of Harmony Foundation International, Inc. is to connect people through charitable giving to enrich lives through singing. We believe singing improves lives and we enjoy working with our donors to provide funding for music education programs for students in middle school, high school and college, singing directors and educators, as well as outreach programs in communities that promote, develop and advance opportunities for lifelong singing. For more information, visit [HarmonyFoundation.org](http://HarmonyFoundation.org).*

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