

DHARMATA PUBLIC RELATIONS SIGNS REVOLUTIONARY MUSIC TEACHING METHOD SIMPLY MUSIC FOR PR REPRESENTATION

LOS ANGELES – (APRIL 7, 2008) Dharmata Public Relations has signed the revolutionary music teaching method Simply Music for public relations representation, it was announced today by Dharmata founder Beverly Visty-Doman and Simply Music creator Neil Moore. Initially, the campaign will focus on introducing the Simply Music method to more potential teachers and students through various media worldwide, including print, television, radio and the web.

“We’ve had tremendous growth over the past 10 years based on students’ reaction to the Simply Music method and word-of-mouth,” said Moore. “Now we’re ready to take the next step in our growth, with a professionally managed, targeted public relations campaign. We felt that Dharmata best understood the goals of the Simply Music method and the direction we want to take.”

“We’re excited to be working with Neil and his team,” said Visty-Doman. “Simply Music’s focus on the individual and their relationship with music drew us to the company. We’re certain that once prospective music teachers and students learn about the method, they’ll be as excited as we are.”

Simply Music

The Simply Music method looks at music learning in a totally new light – pioneering a new direction in music education. It’s a revolutionary “playing-based” method that profoundly differs from the more common and traditional “reading-based” approaches that are based on principles that have not fundamentally changed for hundreds of years. Simply Music first translates entire pieces into simple shapes and patterns that students can clearly see and easily play on the keyboard. Students quickly build an extensive repertoire of various musical styles before learning to read notes. Students can learn to play piano either with a Simply Music Licensed Teacher, or by using its Learn-at-Home DVD program. Simply Music has a network of more than 300 Licensed Teachers around the world (<http://www.simplymusic.com>).

Dharmata PR

A boutique public relations agency that supports companies with products and services that enhance people’s lives. Founded in 1999, Dharmata has served a diverse range of clients, spanning the professional services, technology, entertainment, travel and hospitality, healthcare and lifestyle industries. Dharmata uses this breadth of knowledge to closely align with its clients, gaining a full appreciation of their company culture and goals – becoming more of an integral part of their clients’ companies than an “outside” firm. Dharmata has an extensive relationships in all media (<http://www.dharmata.com>).

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