

**BE TRUE TO YOUR SCHOOL: BETH AND SCOTT'S
"CREATE A SCHOOL SONG CONTEST"
Westchester Children's Musicians Award Free School Song to Winning Entry**

Yorktown Heights, NY (September 2, 2008) I bet you still remember your school song...if you had one. There was a time when all elementary schools had cherished anthems to their beloved institutions. Many of these have either fallen by the wayside or some schools never had them at all. To that end, Beth and Scott Bierko, www.bethandscott.net, singer/songwriters and arts-in-education specialists, are sponsoring a free school song contest to award an original recorded school song to one lucky Westchester Elementary School.

The value of the school song cannot be underestimated! Schools with songs have an intrinsic sense of pride and community that helps foster a continued positive association. Beth and Scott have plenty of firsthand experience with the school song – they have helped craft over 40 of them for schools in the tri-state area.

"Solidarity and spirit," say Scott Bierko, "Are the cornerstones of the successful school song. Everyone knows the importance of music in the schools, but working together to create a song takes the musical experience to another level. It gives children the opportunity to be artists." Adds Beth, "When you hear their voices, singing their song, that's the real 'magic moment.'"

To give the gift of such a "magic moment" to one school in particular this year, the couple is offering their renowned skill to the elementary schools of Westchester via a contest, **"BE TRUE TO YOUR SCHOOL, BETH AND SCOTT'S CREATE A SCHOOL SONG CONTEST."**

Elementary school children are asked to submit online a 250-word essay expressing why their school deserves a (new or first-time) school song. The most impassioned plea will win an intensive 3-day writers workshop with Beth and Scott to conceive, learn and record a unique one-of-a-kind school song. Entries should be addressed to tara@theonswitch.com and the deadline is Friday, November 15, 2008. Winners will be announced Friday, December 5th, with the details for the song workshop worked out individually with the school.

The School Song Writing Process

Typically Beth and Scott begin by meeting with the principal, music teacher and some selected parents to get a sense of the school from the adult perspective. Following this, they conduct grade level assemblies to brainstorm about the school. "We have a great time teaching them about song writing and its fun to discover what the students like about their school and what makes it special," says Beth Bierko. "It's very empowering to put into a song the values that everyone thinks are important," adds Scott.

After composing the lyrics and music, there is an approval process and finally, a demo recording is produced to help the children learn their new song. Beth and Scott then return to make a recording with the children's voices. When its finished students often use their school song to kick off special events such as graduations or assembly programs. The couple also makes CDs available for every family.