FOR IMMEDIATE RELEASE

THE GRAMMY MUSEUM AT L.A. LIVE AND UNIVERSITY OF SOUTHERN CALIFORNIA ANNOUNCE AFFILIATE PARTNERSHIP

USC Named First Official Affiliate In New, National Program

LOS ANGELES (April 15, 2014)—The University of Southern California has been named the first official university affiliate of The GRAMMY Museum at L.A. LIVE, it was announced today. This new partnership emerged out of a longstanding relationship with the USC Thornton School of Music.

As a GRAMMY Museum university affiliate, USC will have access to GRAMMY Museum content for educational purposes, curriculum resources, research programs, internship opportunities, professional development seminars, collaborative marketing and promotions, project-based learning and more.

“With GRAMMY Museum’s new university affiliate program, we’re inviting educational institutions to engage in a unique resource-sharing opportunity,” said Bob Santelli, executive director of The GRAMMY Museum. "USC’s designation as the first official GRAMMY Museum educational affiliate builds on an wonderful existing partnership and, as a proud USC alumnus, I couldn’t be more excited to continue to build a strong relationship with our neighbors in the USC community.”

“USC Thornton and the GRAMMY Museum have been working together for some time now, and it is great to formalize our partnership with the new affiliate program,” said Robert Cutietta, dean of the USC Thornton School of Music. “We look forward to seeing this relationship grow in the future.”
A special event to mark the new partnership will be held on Thursday, April 24 at noon at the Flora L. Thornton Courtyard. The event will include a performance by students from USC Thornton.

“This partnership with the GRAMMY Museum is a natural,” said Chris Sampson, vice dean for contemporary music at USC Thornton. “Being located just up the street from us, their resources and programs will significantly deepen the experience of our students who are studying music and the business of music.”

Since its opening in December 2008, the GRAMMY Museum strives to be a dynamic and innovative 21st-century museum through interactive technology, acclaimed public and education programs and one-of-a-kind exhibitions displayed at its Los Angeles headquarters and at institutional partners around the world. To further its education initiatives and mission, the GRAMMY Museum seeks to engage like-minded cultural institutions, both universities and cultural centers, in a collaborative and unique approach to arts education and outreach through its affiliate program. Additional GRAMMY Museum university affiliates are expected to be announced throughout 2014.

To learn more about the GRAMMY Museum, visit www.grammymuseum.org. For more information about the University of Southern California and the USC Thornton School of Music, visit http://www.usc.edu/ and http://music.usc.edu/.

###

**About The GRAMMY Museum at L.A. LIVE:** Paying tribute to music's rich cultural history, this one-of-a-kind, 21st-century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY Award. The GRAMMY Museum features 30,000 square feet of interactive and multimedia exhibits located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests will experience music from a never-before-seen insider perspective that only The GRAMMY Museum can deliver.

###

**About the USC Thornton School of Music:** For more than 125 years, the USC Thornton School of Music has prepared students to excel as performers, composers, industry leaders and educators on stages and in studios around the world. Founded in 1884 and today the oldest
continually operating cultural institution in Los Angeles, USC Thornton is internationally recognized as one of the finest conservatories and music schools in the U.S. By blending the rigors of a traditional conservatory-style education with the benefits of a leading research university, USC Thornton offers a curriculum designed to prepare students for successful careers in the 21st century. Located in the heart of Los Angeles, USC Thornton offers students every advantage of studying, performing and networking in the world’s most vibrant music industry center. Thornton students are also a constant presence in local classrooms, helping to shape the next generation of musicians.

###