

The JM Canada are going digital! A first conclusive experience in a school environment

Montréal, June 11, 2020 – JM Canada are launching new educational tools for teachers who want to develop fun and entertaining musical activities, all in a 100% digital spirit. Given the current situation, the objective is to pursue the mission of sharing classical music to young audiences through the use of new communication channels.

Initially, the digital experience came from the desire to take advantage of confinement by producing pre-recorded web videos from the *Body Beats* workshop. Focusing on body percussion, the children explore all aspects of rhythm and percussive music in the company of Aurélie Négrier, Music Mediator for JM Canada. Tested with 35 classes in Fredericton, Bromont and Montreal, the program was an immediate success.

"The announcement of this beautiful project has created a real buzz. Right from the first session, a good number of students were there, well disposed to learn while enjoying the pleasure of movement. Some of them were even accompanied by members of their families: brothers, sisters or parents," says Audrey Luneau, a preschool teacher who took part in the pilot project with her class from École l'Eau-Vive (Commission scolaire Marguerite-Bourgeoy, Lasalle).

In response to the constraints imposed by confinement, the digital shift led by JM Canada has generated such enthusiasm among teachers that new projects are already underway with the upcoming adaptation of two other concerts and workshops. In addition, with the help of its workshop leaders, musicians and artists, JM Canada will offer live virtual mediation sessions to complement the pre-recorded concerts and workshops.

The digital season promises to be varied and offers a real alternative to the activities usually offered by JM Canada in schools in Quebec, Ontario and the Maritimes. With 3 concerts and 3 workshops to be offered between now and March 2021, JM Canada is brilliantly continuing its mission by accompanying teachers in the musical pedagogical follow-up of their students.

Here are the proposed activities:

- Concert : *The Beginnings of Bing Bang !*
Associated workshop: *Body Beats*
Available in both English and French as of September 2020
- Concert : *Le grand bal de Noël*
Associated workshop: *Nursery Rhymes and Rhythms!*
Available in French only as of November 2020
- Concert : *Opera Candy : The Gourmet adventure of Hansel and Gretel*
Associated workshop: *Hansel and Gretel at the Opera*
Available in both English and French as of March 2021

If you have any questions about these digital concerts and workshops, please visit www.jmcanada.ca

The Jeunesses Musicales Canada

Jeunesses Musicales Canada (JM Canada) is a talent incubator that propels the careers of emerging musicians and helps bring classical music to audiences of all ages, reaching more than 75,000 spectators each year. One JM Canada season now represents more than 1,600 musical activities across Canada, from chamber music concerts to stimulating musical activities for young people.

Information :

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