



NEWS RELEASE
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***Mississippi's Mary Peavey
Joins Board of Afterschool Alliance***

**Principal of Leading Music-Products Corporation
Joins Board of National Advocacy Group**

WASHINGTON, DC – The Afterschool Alliance today announced the appointment of Mary Peavey to its board of directors. The Meridian-based Peavey is the President of Peavey Electronics Corporation, one of the world's top makers of musical instruments and sound equipment. She has been an active supporter of afterschool programs and the Afterschool Alliance since 2005, and helped make history last year when she was part of the team that helped make Mississippi the first state to offer a car tag that benefits afterschool programs. The new tags carry the slogan, "Afterschool is Key."

The Afterschool Alliance works at the national, state and local levels to make afterschool programs available to all families. It organizes *Lights On Afterschool*, the nationwide celebration of afterschool programs held each October. Last year, more than 7,500 *Lights On Afterschool* rallies drew more than one million participants from coast to coast, including an event in Meridian sponsored by Peavey Electronics featuring American Idol's Bo Bice. Governor Arnold Schwarzenegger is the national chair of *Lights On Afterschool*. The 8th annual *Lights On Afterschool* will take place on October 18, 2007.

"Mary Peavey is a powerful champion for afterschool programs whose commitment and dedication to our nation's children is remarkable. We are thrilled to have her join our board and know we will benefit from her vast enthusiasm and wonderfully creative ideas," said Afterschool Alliance Executive Director Jodi Grant. "From sponsoring youth-led concerts to donating musical equipment to encourage children's musical talents, Mary has helped keep kids safe and engaged in positive enrichment activities afterschool. We look forward to working even more closely with her to give all children access to the afterschool programs that keep kids safe, inspire them to learn and help working families."

Since 2005, Peavey Electronics Corporation has been actively supporting the advancement of afterschool for all children. In 2005, Peavey hosted a "lobby day" with NAMM for music in afterschool and hosted Meridian's first *Lights On Afterschool*. "Afterschool hours are an uncertain time for our nation's kids and families, and that shouldn't be the case," Peavey said. "Through high-quality afterschool programs, kids can explore new talents, such as music and dance, and continue to learn after the school day in a fun, safe environment with caring adults."

Peavey Electronics Corporation is known throughout the world as a leader in bringing sound and soundtracks to people's lives. I am delighted to strengthen my relationship with the Afterschool Alliance and look forward to helping kids everywhere discover their own music and explore a world of opportunities afterschool."

As President of Peavey Electronics Corporation, Peavey provides leadership to one of the world's top makers of portable sound equipment that produces more than 2,000 products that are exported to nearly 140 countries. Peavey sound systems are used in more than a quarter of North America's NFL stadiums and in venues from the Sydney Opera House to New York's Apollo Theater. World renowned musicians from every musical genre use Peavey instruments and sound equipment, from rockers 3 Doors Down and Nickelback to guitar hero Joe Satriani to country star Hank Williams Jr. and the Grand Ole Opry.

Other members of the Afterschool Alliance's board of directors are **Terry Peterson**, Afterschool Alliance Chairman, Director, Afterschool and Community Learning Resource Network, Charleston, South Carolina; **Jaemie Ballesteros Altman**, consultant to restaurateurs and entrepreneurs, San Francisco, California; **The Honorable David Cicilline**, Mayor, City of Providence, Rhode Island; **Dr. Lucy Friedman**, President, The After-School Corporation, New York, New York; **Glenda E. Hood**, former Secretary of State of Florida, and former Mayor of Orlando, Orlando, Florida; **Donna Klein**, President/CEO, Corp. Voices for Working Families, Washington, D.C.; **Kenneth C. Montague, Jr.**, former Secretary of Juvenile Justice, State of Maryland, Baltimore, Maryland; **Gilbert Moreno**, President/CEO, AAMA (Association for the Advancement of Mexican Americans), Houston, Texas; **Herb Sturz**, Afterschool Alliance Secretary, Trustee, Open Society Institute, New York, New York; **Kevin Walker**, Associate Vice President, Programs, CS Mott Foundation, Flint, Michigan; and **Lisa Lucheta**, Principal, Torani/R. Torre & Company, San Francisco, California.

The Afterschool Alliance has offices in Washington, D.C. and New York City.

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The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children have access to quality afterschool programs. More information is available at www.afterschoolalliance.org.