



IF THE TIE FITS

RAISING FUNDS & AWARENESS ONE TIE AT A TIME

VH1 Save The Music Stands with IF THE TIE FITS to Raise Awareness and Funds for Music Education with a National Movement



“We’re raising awareness and funds for music education one tie at a time,” says Jack McGuire, Co-Founder of IF THE TIE FITS. “We’re proud to present our Music & The Arts Tie as the ‘Official Awareness Tie’ of the VH1 Save The Music Foundation.”

IF THE TIE FITS® offers a line of Awareness Ties™ to raise awareness for causes and funds for organizations in a movement called ‘One Tie Fits All’.

Similar in concept to awareness ribbons, this line of zipper ties is ‘one tie fits all’ - designed for men, women and children to show their support while creating positive social change.

“Across the country, our Awareness Ties are being worn as not just a symbol but as a statement,” says IF THE TIE FITS Co-Founder, Allié McGuire. “With our Music & The Arts Awareness Tie we are standing with VH1 Save The Music and making the following statement: Music matters and makes a difference for children, with its ability to educate and empower them.”

Founded in 1997, VH1 Save The Music was the first organization in existence dedicated to restoring music programs in America’s schools. For nearly 20 years, the Foundation has donated over \$54 million worth of new musical instruments to 2,070 public schools in 257 school districts around the country to date - impacting the lives of more than 2 million public school students.

“We’re honored to support VH1 Save The Music as a beneficiary by donating all proceeds from the Music & The Arts Awareness Tie to their foundation,” says McGuire. With \$8 being donated for every tie sold, music education in this country will be greatly supported and sustained one tie at a time through a series of campaigns and events across the country. These ties can be purchased online at www.ifthetiefits.com/VH1 and will be available at upcoming events.

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To learn more about IF THE TIE FITS, visit www.ifthetiefits.com.
For more on VH1 Save The Music, go to www.vh1savethemusic.org.