

Discover the
difference a piano can
play in your life.



Learn To Play.



Play To Learn.



The piano has something for everyone.

Whether you are a parent considering the piano for your child, an adult investigating a new hobby or a senior who finally has the time to pursue a life long dream, the piano brings a world of benefits to you and your family.

Consider your potential rewards:

- **Higher Test Scores.** A ten-year study indicates that students who study music achieve higher test scores regardless of socioeconomic background. – Dr. James Catterall, UCLA
- **Enhances Creativity.** The piano provides a medium for self expression and creative problem-solving.
- **Builds Self-Confidence.** Piano students develop a lifelong skill which fosters a sense of achievement and accomplishment...a factor for success in all areas of life.
- **Opens Friendships.** Playing provides opportunities for relationships based on a shared interest.
- **Rewards Commitment.** Playing lets students experience the personal satisfaction from following through on a commitment.
- **Develops Coordination.** Piano playing strengthens the coordination of small and large muscles.
- **Fun And Relaxing.** The ability to play gives one a lifetime of personal enjoyment and the gift of being able to entertain others.
- **Brings Music To Your Home.** A piano is not only a beautiful piece of furniture, it also brings your home a continuing source of joy.



Learn to play...play to learn.

Recent research has confirmed what most musicians have known all along. Making music has the power to soothe, refresh and actually benefit the mind and body as well as the soul.

It appears that playing the piano may not only be a major stress reliever, it's a catalyst that can lead to an amazing array of skills and to the development of valuable talents beyond the ability to entertain yourself and others.

And the powerful benefits that derive from learning to play aren't limited to a few gifted individuals...they work magic for everyone from children to grandparents.

When you factor the pleasure a piano brings to one's life into studies that indicate learning to play vastly improves hand-eye coordination, concentration, reading ability, memory, problem-solving and self-confidence, the case for the piano is even more compelling.



Play more, stress less.

A landmark study published in the Fall/Winter 2003 issue of *Advances in Mind-Body Medicine* indicated that a six-week program involving recreational music-making not only reduced burnout in long-term care workers, but also reduced total mood disturbance by 46%. This study concluded that “this improvement could result in an 18.3% reduction in employee turnover, which would save the average 100-bed facility more than \$89,000 a year and the entire industry as much as \$1.46 billion annually.”

Another groundbreaking study published in the February 2005 issue of *Medical Science Monitor* shows that playing a musical instrument can “reverse multiple components of the human stress response on the genomic level.”

Child's play.

Researchers at the University of California at Irvine completed a two-year study indicating that 3 and 4



year-olds who were given weekly piano lessons over a one year period improved their puzzle-solving skills by 34% over children of the same age who were given singing or computer lessons.

According to *The College Board*, September 1997, "Music students are out performing non-music students on the Scholastic Aptitude Test (SAT). College-bound seniors with coursework or experience in music performance scored 52 points higher on the verbal portion and 37 points higher on the math portion of the SAT than students with no coursework or experience in the arts."

A McGill University study found that pattern recognition and mental representation scores improved significantly for students given piano instruction over a three-year period. They also found that self-esteem and musical skills measures improved for the students given piano instruction.*

*D. Eugenia Costa-Giomi, "The McGill Piano Project: Effects of three years of piano instruction on children's cognitive abilities, academic achievement, and self-esteem," presented at the meeting of the Music Educators National Conference, Phoenix, AZ, April, 1998.



If you would like to know more about the power of the piano, please contact your local piano retailer or visit The Piano Manufacturer's Association International website at www.pianonet.com. Sponsored by the Pearl River Piano Group America, www.PearlRiverUSA.com

