

PRESS RELEASE

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Key Rest Inc. Announces Piano Sabbatical Vacation For Adult Amateurs of All Levels

ST. PETERSBURG, FL - Dec. 4, 2003 /Send2Press Newswire/ -- Key Rest Inc. (www.keyrest.com) announced today a new adult camp for those who have taken the first step toward playing piano, but simply can't find the time to perfect their musical art. Following the popular trend of "self improvement getaways" already well represented in active vacations from biking and hiking to mountain climbing, adults over 35 are looking for opportunities to immerse themselves in music. As a result, adult music camps are starting to pop up across the country. One such camp is "Key Rest: A Piano Sabbatical," on Florida's west coast.

"As the Gen-X and Baby Boomer populations age and the quest for self-improvement continues, making music is one more challenge yet to be tapped," says Key Rest Director, Wendy Drexler. "This is not a group likely to sit back and watch life pass by."

Key Rest Sabbatical Participants practice at least two hours each day, attend lectures on musical topics, collaborate with other amateur musicians, compose music using computer-based programs, and hang out at the local piano bar. All this, and there's still time to attend concerts, walk on the beach, and visit the local museums. Every level of ability is accommodated.

"The idea is to relax, play, and share in a non-competitive, non-perfectionist environment," adds Drexler. "Participants attend camps based on information they receive from private instructors, community schools of the Arts, gifts from family members, or simply by stumbling on to one of the websites."

Adults represent the largest growing population of new piano students. The backgrounds are very diverse as evidenced by a recent semester of Class Piano at St. Petersburg College. Represented in the class of 16 were Hispanic, Indian, Black, White, male, female, young and old. Three students were over 70 years old. About five were between the age of 35 and 50.

"They saw this as a way to carve out some time in their busy schedules to practice their new passion," says Drexler. "One 20 year-old guitar player decided it would be beneficial for his band if he played the piano, too. Only three or four of the participants were actually degree-seeking students using this as a required course. Nearly all of the class had started playing piano as an adult. This is indicative of what you would find at the music camps, as well."

Concludes Drexler, "As it turns out, there are some very good reasons to tickle the ivories. Not only does playing an instrument reduce stress and provide enjoyment. Research is beginning to show that it might actually improve memory and prolong the onset of dementia."

More information about "Key Rest: A Piano Sabbatical" can be found on the company website <http://www.keyrest.com> or by calling 1-866-410-REST (7378).

For those interested in attending music camps, additional information can be found at <http://www.musicforthe loveofit.com>. They publish a yearly Music Workshop Guide.

Additional information:

Key Rest: A Piano Sabbatical <http://www.keyrest.com> or 1-866-410-REST

National Guild of Community Schools of the Arts
<http://www.nationalguild.org>

Music Intelligence Neural Development
(M.I.N.D.) Institute <http://www.mindinst.org>

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