



## MEDIA RELEASE

For Immediate Release

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12 to 17 Year-Old  
Music Students



Bob Wills  
King of Western Swing



Performing Arts Center  
NCTC Gainesville TX



Dave Alexander  
Executive Director

### NEW MUSIC SCHOOL ‘SWINGS’ TO BOB WILLS TRADITION

*Students to Improvise, Innovate and “Play a little longer...”*

July 27 – July 31, 2010: North Central Texas College, Gainesville TX

*Burleson, TX* – The Bob Wills Heritage Foundation, Inc. (501c3), in cooperation with North Central Texas College in Gainesville, TX, is pleased to announce the opening of the Bob Wills Swing School. From July 27 through July 31, 2010 students aged 12 to 17 will explore the magic of ‘feeling’ music, the power of spontaneity and the extraordinary potential of improvisational performance.

**Deep Within My Heart** The school is designed for young people for whom music is as integral to life as breathing, who play a musical instrument or sing, know the basics of reading music and are excited about the many disciplines of Western swing. This exploration into the traditions of improvisation and innovation will travel to the hearts of their music and ask each to perform ‘all they know and more.’

**Lies A Melody** The school’s Executive Director is bandleader, entertainer, composer and educator, Dave Alexander. A University of North Texas graduate, former member of the renowned UNT One-O’clock Lab Band and longtime music director for the Dallas Cowboys, Alexander lends a rich combination of experience, education, talent and dedication. The three-time GRAMMY nominee, inductee into the Texas Western Swing Hall of Fame and 2004 Academy of Western Artists Male Vocalist of the Year has performed and recorded with some of the biggest names in country music. He performs with his Western Big Band and has created and is often joined by some of the great Legends of Western Swing, including members of the Texas Playboys. His dedication to Western swing pays tribute to the passions of his grandfather and father and to the originators of this American art form.

“My dad played trombone and some trumpet with Johnnie Lee Wills, and sometimes he and the rest of Johnnie Lee’s horn section would go on the road with Bob. I have been fortunate to have traveled my own music road and to be enjoying it to this day. I am honored and thrilled to be sharing the ‘Bob Wills way’ with young musicians.”



**Dance All Night** Created by Alexander, the school's unique curriculum seats the equivalent of a limited number of swing bands including fiddles, bass and lead guitars, bass fiddle, drums, trumpet, trombone, clarinet, saxophone, banjo, mandolin, steel guitar, piano and vocalists; and emphasizes the experience of

actually playing in a swing band and the magic that happens when expression and improvisation are encouraged. Students are assigned to a band based on their ability. Instructors are Western swing musicians and educators. Guest artists and speakers including some of the original Texas Playboys like drummer Casey Dickens, as well as descendants like Dr. David Stricklin, son of piano pounder Al Stricklin, are on tap for the evening activities in addition to documentaries, videos, Bob Wills movies, discussions and jam sessions.

**We're the Texas Playboys** The afternoon Saturday Awards Concert is open to the public as an opportunity for students to perform for an audience and to be recognized for their achievements. At the conclusion of the camp, one band selected from all the students is distinguished as the Bob Wills All Star Band. Each member is awarded a 'seat' based on the name of the Texas Playboy appropriate to the student's instrument and the distinctions are entitled for one year.

**Bring it on Down to My House** The 110-acre campus of North Central Texas College in Gainesville, TX is an ideal setting. Its proximity to the Interstate 35 corridor allows easy reach from the Dallas-Fort Worth metroplex and is also whistle-distance to southern Oklahoma. NCTC features a magnificent state-of-the-art domed theater with seating capacity for 360, ample rooms for classes and practice, a dining area, on-campus lodging in Bonner Hall, the convenience of instrument lockers and a snack bar.

**Aw....haa!** For registration and/or more information, visit [www.bobwillsswingschool.com](http://www.bobwillsswingschool.com), email [dalex@bobwillsswingschool.com](mailto:dalex@bobwillsswingschool.com) or call 214-564-7528.

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### **Stay a Little Longer...About the Bob Wills Heritage Foundation**

Established in August 2008, the Bob Wills Heritage Foundation, Inc. (501c3) is dedicated to preserving, promoting and encouraging the tradition of improvisation and musical innovation expressed in the music and life of Bob Wills. In 2009, the Foundation was awarded a Preservation Planning Grant by the GRAMMY Foundation and is currently in process of preserving a collection of audio recordings donated by former Texas Playboy, Casey Dickens.

Bob Wills Heritage Foundation, Inc. – PO Box 1945, Burleson TX 76097