



ARTS  
NETWORK  
OTTAWA  
RÉSEAU  
DES ARTS  
D'OTTAWA

JULY 9, 2021

## **GIRLS+ ROCK OTTAWA LAUNCHES GEAR LENDING PROGRAM TO INCREASE ACCESS TO MUSIC FOR UNDERSERVED COMMUNITIES**

OTTAWA, July 9, 2021 – COVID-19 has had a devastating effect on the music industry, with the majority of live shows cancelled as well as many forms of music education. Yet, the creativity and connection that music provides are needed more than ever.

In response, Girls+ Rock Ottawa (GRO), in partnership with Arts Network Ottawa, is pleased to announce GRO Academy, an online music education and professional development platform and gear lending program.

GRO Academy endeavours to provide music education and professional development training through a digital platform with GRO's four main themes: Musicianship, Music Production, Music Business and Entrepreneurship, Emotional Intelligence and Wellbeing.

"GRO Academy will enable our community to be creative, develop music and life skills, and stay connected during these challenging times," says Tiffanie Tri, chair of Girls+ Rock Ottawa.

The cost of music instruments and gear is a major obstacle that prevents music from being accessible for everyone. By making music instruments and gear more accessible and prioritizing membership for underserved communities, we hope to bring new audiences to music, particularly communities who may otherwise miss out on these opportunities.



***Empowerment. Inclusivity.  
Community***

We believe that music can be empowering, contribute to community-building and teach important life skills.

**GIRLS+ ROCK OTTAWA  
POSSESSES A COLLECTION  
OF OVER 100 MUSICAL  
INSTRUMENTS AND GEAR  
THAT INCLUDES:**

- Guitars
- Bass
- Drums
- Keyboards
- Microphones
- PA systems



ARTS  
NETWORK  
OTTAWA  
RÉSEAU  
DES ARTS  
D'OTTAWA

JULY 9, 2021

“Creative expression not only requires access to information and training, but also the resources and tools necessary for artists to develop their practice. We are thrilled to be a part of the Gear Lending Program and support Girl+ Rock as they foster the next generation of artists and creators in the region,” says Cassandra Olsthoorn, Executive Director, Arts Network Ottawa.

The local community has helped us grow our collection through generous donations. Gear lending locations have been set up in the East and West ends of Ottawa, at the Shenkman Arts Centre and Nepean Creative Arts Centre respectively. We are looking to continue to expand our inventory as well as the number of lending locations to make a bigger impact on the Ottawa community. This initiative will make a lasting difference in Ottawa by increasing access to music, creativity, and connection.

“As a musician, I care deeply about supporting others in their pursuit of music. It is more important than ever to make music more accessible so that all members of our community can enjoy this creative outlet. I’m incredibly excited for this new program and I look forward to seeing our next generation of rock stars!” says Councillor Matthew Luloff, City of Ottawa.

**This program is made possible with the support of the City of Ottawa and Ottawa Community Foundation.**



[Girls+ Rock Ottawa](#)  
[@GirlsRockOttawa](#)

[Arts Network Ottawa](#)  
[@ArtsNetOttawa](#)

#### –ABOUT–

**Girls+ Rock Ottawa** is an award-winning community organization that provides professional development opportunities, community engagement, and advocacy support for girls, women and gender-diverse individuals to help them gain equitable access to opportunities in music. As the 2018 United Way GenNext Community Builder Award recipient, the organization is a recognized leader in empowerment through music and dedicated to creating an inclusive community where everyone is welcome.



**JULY 9, 2021**

**Arts Network Ottawa** is a bilingual service organization that connects Ottawa artists, arts groups and cultural workers with programs, and services to promote their work, engage with the public, share resources and obtain professional development.