

Press Contact:

Rebecca Bolden, (844)-776-5440

rbolden@project440.org

www.project440.org



## FOR IMMEDIATE RELEASE

### PROJECT 440 BOARD OF DIRECTORS ANNOUNCES NEW ROLE FOR JOSEPH CONYERS AND NAMES NEW EXECUTIVE DIRECTOR

*Joseph Conyers assumes his new role of Founder & Vision Advisor  
Rebecca Bolden appointed Executive Director*

Philadelphia, PA (Tuesday, January 18, 2022) — Today Project 440's Board of Directors announced Founder and Executive Director **Joseph Conyers** has assumed a newly created leadership role of Founder & Vision Advisor and that it has appointed **Rebecca Bolden**, an experienced nonprofit leader, its first full-time Executive Director. Together, alongside the Board of Directors, they will continue to expand the reach and impact of Project 440's growing internationally acclaimed youth development programs for high school musicians.

As the Founder & Vision Advisor, Joseph Conyers will inform the organization's vision and strategic direction. An internationally recognized musician and educator, he will serve as the lead ambassador for Project 440's vision to provide every young person with the opportunity and tools for individual growth and community impact through music. Joseph is also Assistant Principal Bass of The Philadelphia Orchestra, Tobey and Mark Dichter Chair, sits on the double bass faculty of The Juilliard School and Temple University, is Music Director of The School District of Philadelphia's The All City Orchestra, and the Music Director of the Young Artists Orchestra, Boston University Tanglewood Institute.

**Mary Javian** and **Megan Speight**, Co-Chairs of Project 440's Board of Directors share, "We are delighted to welcome Rebecca Bolden as our new Executive Director and are so proud of the success of our students as well as the legacy that Joseph Conyers has created. Joseph's new role will enable him to continue to represent Project 440 in Philadelphia, across the country and around the world as he helps spread the news of Project 440's successes and make new connections with artists and entrepreneurs who align with our mission."

Joseph Conyers says of his new role and Rebecca Bolden's appointment, "For 15 years, Project 440 has been a labor of love. In that time, we've established ourselves as a respected organization of international repute. This new role will allow me to augment my complementary responsibilities as an educator, youth advocate, and performer to support Project 440's continued growth. I'm so grateful to the Board of Directors and staff for working so diligently in stewarding this transition, and after an extensive and competitive national search, I could not be more thrilled to welcome Rebecca Bolden to the Project 440 family as our new full-time executive director. Rebecca possesses the qualities and experience to help take our organization to the next level, and I look forward to working with her to grow Project 440 in a way that reaches more young people than ever before."

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Rebecca Bolden has held many leadership positions in Philadelphia’s nonprofit cultural sector. She most recently served as the Senior Director of Development at the National Constitution Center where she increased support for its education programs and exhibitions including the significant expansion of its nationally recognized youth education programs. “I am honored to join Project 440 and work with Joseph and the Board of Directors to build on the organization’s success and increase its impact at a time when providing young musicians with the tools and life skills they need to thrive is even more critical.”

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**ABOUT PROJECT 440:**

The mission of [Project 440](#) is to teach young people to use their interest in music to forge new pathways for themselves and ignite change in their communities. Project 440 refers to the 440Hz "tuning A" of an orchestra usually by the oboe, just as the oboe leads an orchestra with the 440 Hz pitch, Project 440 students are learning to be 21st Century leaders. Programmatically, Project 440 has developed a comprehensive curriculum which uses music as a tool to teach young people the life skills they need to thrive regardless of the career path they choose. Project 440’s core programs are:

[Doing Good](#) (DG): An intensive, 25-session after school program that teaches young musicians the basics of leadership, entrepreneurship, and service. Students demonstrate these new skills in a cumulative final project during which they organize their own community-based service projects. In March 2021, London based [The Borletti-Buitoni Trust \(BBT\)](#), selected Project 440 as one of the awardees of its international, [BBT Communities grant](#) for its [Doing Good program](#).

[Instruments for Success](#) (IFS): A 10-week, after-school program that covers every aspect of the college admissions process, including how to find the right college, effective essay writing, audition and interview preparation, and more.

[College Fair for Musicians](#): This annual event connects Philadelphia high school students to schools from around the country. Attendees have access to workshops covering the core of Project 440’s *Instruments for Success* curriculum and can speak directly with representatives from music programs during the exhibitor session.

[Youth Advocacy Council](#) (YAC): The Youth Advocacy Council consists of P440 alumni, students from the School District of Philadelphia, and other young leaders from throughout the region with a passion for music education. Participants meet monthly and receive leadership, project management, governance, and advocacy training. Additionally, one student from YAC serves on our Board of Directors as the Youth Board Representative.