



## **DJ Mix Academy Announces New Certificate Program in Disc Jockeying**

*First-of-a-Kind Certificate Set To Become the U.S. Standard for DJs*

### **FOR IMMEDIATE RELEASE**

**WINCHESTER, Mass. – February 23, 2004** – The DJ Mix Academy, New England’s only DJ school, announced today that it will offer the first comprehensive educational program for DJs in the country: the Certificate Program in Disc Jockeying. The program focuses on helping new and existing DJs with their knowledge, skills, and competency in the art of DJ’ing. “We anticipated the demand for DJ instruction would grow and by offering a comprehensive solution, students will have the knowledge and experience they need to become successful DJs,” said Manny Ferreiros, Co-Founder of the DJ Mix Academy.

The certificate is awarded to students who take seven courses (4 required, 3 elective), pass a final exam, create a mix CD, and pass a live DJ’ing performance. After becoming accepted into the program, students can maintain their matriculating status by taking as little as one class every three months. Moreover, DJ Mix Academy courses taken by students in the past will be credited towards this certificate program. “We’ve had our students approach us with different needs and this certificate allows them to customize their own DJ learning program,” said Eric Patel, Director of Operations. The curriculum consists of introductory, intermediate, and advanced courses in beat mixing, scratching, mobile DJ’ing, and PC DJ’ing using vinyl, CD, and/or MP3s. As part of the academy’s value proposition, courses include an instructor-written student handbook, DJ headphones or a textbook, audio CDs, a t-shirt, and a Certificate of Achievement, in addition to music and equipment purchasing advice.

To accommodate students who do not live in the Boston area but still want to earn the certificate, the academy will also offer this program in accelerated multi-day timeframes through its Mobile DJ Mix Academy. Students can complete the coursework portion of the certificate program and continue working on the remaining parts. “Our students come from all over” said Peter Souhleris, Co-Founder of the DJ Mix Academy, “and we want to remain as flexible as we can to accommodate their changing schedules.”

“By offering more than just the “know-how,” the certificate program also addresses the “can-do” aspect of DJ’ing, for example, through the creation of their own mix CD that students can include as part of their portfolios” said Paul Dailey, Lead Instructor at the academy. Joshua Carl, Lead Instructor, adds: “The live DJ’ing performance validates their DJ’ing ability as heard on their mix CD. Not only do students need to feel good about a permanent recording of their beat-mixed songs but they will also demonstrate their proof of competency in person as well.”

### **About the DJ Mix Academy**

As New England’s only DJ school, the DJ Mix Academy helps new DJs shorten their learning curve and helps existing DJs improve their performance. The academy is the leader in DJ’ing instruction for Boston-area club and mobile jocks. Whether you want to make mix CDs for your friends, are looking for an after school or work activity, or are actively working in the industry and wondering what you’ve been missing, the DJ Mix Academy offers an unbeatable value proposition consisting of instruction, music, and equipment to enhance your DJ’ing proficiency. Our comprehensive curriculum and talented instructors offer a professional, non-intimidating, and fun experience for all ages. For more information, please visit the DJ Mix Academy’s Web site at <http://www.djmixacademy.com> or call 877-248-8700.

### **For additional information, contact:**

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