



FOR IMMEDIATE RELEASE

Horizons Unlimited of Francisco, Inc. The DJ Project Receives Grant from The NAMM Foundation

The NAMM Foundation Expands Grantmaking to Benefit All Segments and Communities of the Music Industry

San Francisco, CA, January 2026 – **Horizons Unlimited of San Francisco, Inc.** has been named a grant recipient of The NAMM Foundation. The organization was selected as one of 57 programs serving music makers across all industry segments in 26 states and five countries providing access to music-making opportunities to a variety of different communities and demographics, including those who are underrepresented.

“This marks the most significant philanthropic endeavor from The NAMM Foundation, expanding on the spirit of generosity, compassion and hope that The NAMM Foundation has demonstrated since its founding. Each of the programs selected support communities and neighbors who turn to music as an essential part of their daily their lives, reminding us that together, there is always reason for hope,” said Julia Rubio, Executive Director, The NAMM Foundation.

The grants serve to underscore the Foundation’s mission to advance participation in music making and offer quality access to all people. As one of 57 charitable organizations, The DJ Project will utilize the resource to support the organization’s goal of providing industry specific professional development for participants in programming.

“NAMM is *the* event that our staff and young people from The DJ Project look forward to each year. It provides opportunities to travel outside their communities, immerse themselves in the industry, build networking skills, and fall more deeply in love with their passion, and in many cases, their lifeline: music,” said Celina Lucero, Executive Director, Horizons Unlimited of San Francisco, Inc.

“Thanks to a generous grant from the NAMM Foundation, 2026 will be even more special, as more youth will attend and showcase their talents on a main stage at NAMM. It’s an opportunity of a lifetime, one they’ve earned and deserve.”

NAMM and The NAMM Foundation share a vision to significantly grow and diversify the Global Grantmaking program, with responsive investments that deepen impact, expand internationally, and

balance representation across industry segments and funding priorities. This year's grantmaking program sets the stage for a strong future in realizing this vision.

Horizons Unlimited of San Francisco Inc. (Horizons) is a community-based organization located in San Francisco's beloved Mission District and offers culturally and linguistically competent services, in English and Spanish, for the diverse population of the Mission District and the City and County of San Francisco. **Since 1965**, Horizons has had the honor and privilege to serve as a major access point for more than 265,000 native, immigrant, and newcomer youth and their families.

About The NAMM Foundation

Since 2006, The NAMM Foundation has been guided by its commitment to social responsibility in its efforts to create more music makers worldwide. Inspired by the generosity of the music products industry, The National Association of Music Merchants launched this philanthropic arm to serve its mission of strengthening the music products industry and promoting the pleasures and benefits of making music.

About NAMM

The National Association of Music Merchants (NAMM) is the not-for-profit association with a mission to strengthen the \$19.5 billion music products industry. NAMM is comprised of 15,400 global member companies and individual professionals with a global workforce of over 475,000 employees. NAMM events and members fund The NAMM Foundation's efforts to promote the pleasures and benefits of music and advance active participation in music-making across the lifespan. For more information about NAMM, please visit www.namm.org.