

Toyota Partners with Girls Make Beats to Expand Gender Diversity in Music Technology

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PLANO, Texas, November 2, 2017 – Toyota recently partnered with Girls Make Beats as the title sponsor of their multi-city tour. Girls Make Beats is a nonprofit organization based in South Florida that encourages girls ages 8-17 to pursue a career in the audio industry by expanding the female presence of disc jockeys, music producers, and audio engineers.

Founded in 2012 by certified audio engineer, music producer, and recording artist, Tiffany Miranda, Girls Make Beats encourages young girls to pursue their passion in audio and music production by offering internships and the opportunity to unite and collaborate with other music industry professionals. They recently hosted a tour of workshops that introduced 49 teen girls from around the country to the fields of music production, DJ-ing and audio engineering. Each five-day workshop gives girls hands-on experience with beat-making and DJ software, a unique performance opportunity, and access to an exclusive music industry panel. The attendees also had the opportunity to tour Paramount Pictures, iHeartRadio stations, and other world class recording studios.

“Toyota is thrilled to partner with Girls Make Beats to give young women across the country an opportunity to expand their music skills and empower them to pursue their dream career in the music industry,” said Mia Phillips, national brand manager, Toyota Motor North America. “At Toyota, it is our responsibility to remove barriers for people to go anywhere they want, anyhow they want. Our partnership with Girls Make Beats helps to provide young women with access to the necessary tools and training to excel in the audio industry.”

The six-city summer tour visited Atlanta, Chicago, Los Angeles, New York, Miami, and San Francisco. Girls Make Beats also partnered with industry leaders like iHeartRadio, Ableton, Velocity, Gulfstream Park, Guitar Center, Studio Center Miami and SAE Institute.

“The goal of our recent tour initiative was to introduce teen girls to the field of music while showing them a path to pursue a long-term career in music production, DJ-ing, and audio engineering,” Miranda said. “Having Toyota as a sponsor in 2017 helped us realize that goal.”