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**Lehigh Valley Music School Celebrates 20 Year Milestone with Free Day of Music and Giveaways at SteelStacks**

LEHIGH VALLEY, PA (April 23, 2024) - The Lesson Center school for private music instruction will celebrate its 20th anniversary on Sunday, May 5th with an all day, 2-stage concert event on the SteelStacks campus in Bethlehem, PA.

Originally opening its doors in May of 2004, The Lesson Center began as a small, 3-room music store adjacent to Billy's Downtown Diner. Owner, Jeff Roberts, credits local restaurateur, Billy Kounoupis, for being the catalyst that got the ball rolling.

"My wife, then girlfriend, and I were just sitting at the diner having a little breakfast, when Billy approached and asked me to come take a look at the vacant space he had next door," said Roberts. "I thought he was crazy, I was just a struggling guitar player, I couldn't imagine operating a downtown storefront."

Fortunately, with support and encouragement from Kounoupis, as well as many friends and family, Roberts would open the doors of the first location on Bethlehem's Broad Street just a few months later, with subsequent locations and expansions in Coopersburg and Trexlertown following.

Today the small 3-room music store with learning space has developed into a 3-location music school, and has provided private and group music instruction to thousands of Lehigh Valley musicians of all ages over its 20 year history.

In addition to being a musical resource to aspiring students, Roberts and his wife Lori have prioritized their commitment to the teaching musicians across the community. "Making a conscious decision to make your living as a musician can be challenging to the pocketbook," said Lori Roberts. "Creating a place where creative artists can earn a living, while still focusing on their craft, is definitely part of The Lesson Center legacy."

In celebration and appreciation of those who have been a part of the center's success, the Roberts have curated a full day of live musical performances to take place at SteelStacks on Sunday, May 5th.

The line-up features current staff and students, as well as special appearances by former teachers and alumni, including sets by This Way to the Egress, The Grey Man

Group, Emma Bockrath, Chris Eichlin, Payton Renee, The Kels and even a set by the owners themselves, Donovan Roberts.

Throughout the day, students, staff, alumni and their families, as well as members of the public, will have the opportunity to enjoy performances from 11am to 6pm, take advantage of some free giveaways and possibly qualify for more than \$5000 in music scholarship offerings.

For additional information on The Lesson Center 20th Anniversary as well as the SteelStacks concert event, visit [www.mytlcstudent.com/20years](http://www.mytlcstudent.com/20years).

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