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**EASTCOAST ENTERTAINMENT LAUNCHES THE ECE FOUNDATION TO EXPAND
ACCESS TO MUSIC EDUCATION NATIONWIDE**

*New nonprofit initiative will support children, communities, and grassroots organizations through
music-centered partnerships*



(May 19, 2026) (Charlotte, N.C.) – **EastCoast Entertainment (ECE)** has officially launched **The ECE Foundation**, a nonprofit initiative dedicated to advancing opportunities for children and communities through access to music. Debuting during ECE’s 50th anniversary year, the Foundation represents a major milestone for the company and a forward-looking investment in the future of music access, education, and community impact.

Co-founded by Steve Harry – former ECE Managing Partner and 40-year industry veteran – and Brian Heffron – ECE Managing Partner and Founder of The Comedy Zone – The ECE Foundation will support grassroots organizations, expand access to music education, foster civic engagement, and build meaningful partnerships in communities across the United States.

“For nearly five decades, we’ve seen firsthand how music can transform lives, build confidence, and bring people together,” said Harry. “As ECE enters its 50th year, we felt a responsibility to invest more intentionally in the future of music and the young people who deserve access to it.”

The Foundation launches with an immediate record of impact through its first three community partnerships: **The Musicianship**, a Washington, D.C.-based organization providing free music education and enrichment programs for youth and emerging musicians; **The Front Porch**, a Charlottesville nonprofit dedicated to making music inclusive, affordable, and accessible to all ages and backgrounds; and **Asheville Music School**, a North Carolina organization strengthening communities through music education, scholarships, and outreach. Rather than one-time donations, the Foundation is focused on long-term partnerships with community-rooted organizations creating meaningful local impact.

“Our goal is to be more than a donor,” said Heffron. “We want to become a true extension of the organizations we support – helping strengthen their reach, expand their resources, and create measurable impact in the communities they serve.”

The Foundation’s early geographic focus includes cities where ECE has a physical presence – with plans to expand into Philadelphia, Miami, and Atlanta this year, followed by their additional 11 locations and beyond. The initiative will also create opportunities for ECE’s artist roster to engage directly through mentorship, sponsored lessons, volunteerism, performances, and local

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fundraising efforts – connecting established talent with the next generation of musicians and creators.

According to national data, more than 3.6 million students lack access to music education, and these gaps disproportionately affect students in high-poverty schools.

The Foundation was created to help close that gap and ensure talent, wherever it exists, has the opportunity to grow.

“Talent potential is everywhere,” added Harry. “Opportunity should be too.”

Founded in 1976, EastCoast Entertainment has grown into the nation’s largest full-service entertainment agency booking top regional talent and national recording artists for weddings, corporate events, universities, festivals, and private events nationwide. The launch of The ECE Foundation marks the next chapter in that legacy – translating decades of live entertainment experience into lasting community impact.

“Music has always been at the center of what we do, but it’s the impact behind the music that matters most,” said John Wolfslayer, President and Senior Managing Director of ECE. “The ECE Foundation gives us the opportunity to support communities in a deeper, more intentional way – and help ensure more young people have access to the same opportunities that music can provide.”

To learn more, become a partner, or support the mission, visit The ECE Foundation at theecefoundation.org.

About The ECE Foundation

The ECE Foundation is a 501(c)(3) organization advancing opportunities for children and communities through music. The Foundation expands access to music education and strengthens communities through strategic grantmaking, partnerships, and civic engagement. Focused on helping talent meet opportunity, The ECE Foundation invests in programs that build confidence, foster creativity, and create meaningful connections across generations.

About EastCoast Entertainment

Founded in 1976, EastCoast Entertainment (ECE) is the largest full-service entertainment agency in the United States, arranging unforgettable entertainment and producing custom events from coast-to-coast and around the world. From weddings and social galas to corporate events, festivals, college concerts, and touring productions, ECE offers a vast roster of exclusive talent across music, comedy, specialty entertainment, and celebrity booking. With decades of industry expertise, a trusted process, and unparalleled passion, ECE brings events to life through entertainment that leaves a lasting impression. To learn more, visit bookece.com.