Teddy Car Dealers Resumes ‘Music Matters’ Grants of $20,000 towards Bronx Music Programs

Julio Batista, President and General Manager of Teddy Cars, announces a $20,000 ‘Music Matters’ grant to Bronx music programs. Photo courtesy of WOW Creative Group

By SÍLE MOLONEY Jan. 15, 2021

Picking up where it left off when the pandemic hit last spring, Teddy Cars, car dealers in Nissans and Volkswagens, located on Boston Road in the Edenwald section of the Bronx announced on Friday, Jan. 15, that it will be continuing its $20,000 commitment to music education in the Bronx.

A year ago, the Teddy Cars Bronx Music Grant Program promised $20,000 in funding to ten school and community music programs in the Bronx. After funding five, the “Music Matters’ program was put on hold because of the pandemic. Beginning this month, once again, representatives said the dealership will resume its monthly commitment to five additional, Bronx music programs.

Announcing the news, Teddy Cars president and general manager, Julio Batista, said, “We’re committed to supporting music programs in the Bronx. Now, more than ever, it’s important to support creative activities for Bronx children and as a community-minded local business, we’re proud to do it.”
First to benefit will be the Women’s Housing and Economic Development Corporation’s (WHEDco) after school program at P.S./I.S. 218 in Concourse Village. The grant will be used to help provide staff for WHEDco’s percussion instruction classes for kids in grade K-5 at the school.

Third graders taking percussion lessons at WHEDco’s After School Program at PS/MS 218 in the Bronx. Photo courtesy of WHEDco

Jamie Yellen, director of WHEDco’s after school program at the school, thanked Teddy Cars for its donation. “There are so many benefits to music instruction,” he said. “It helps develop language and reasoning, master memorization, improve hand-eye coordination, build self esteem, provide a sense of achievement, develop a child’s imagination, teach teamwork, and keep kids engaged in school.” Yelen added, “Plus, our kids really enjoy being able to connect with their peers during these difficult times.”

In February, the Music Matters funding will go towards a music program at the Bronx House Harriet and Robert H. Heilbrunn Music School in Pelham Parkway.

Music grants have already been distributed to the Renaissance Youth Center located south of Claremont Village, PS 72 in Throgs Neck, The Bennington Band at P.S. 76 in Allerton, Mosholu Montefiore Community Center in Norwood, and Baychester Academy in Edenwald.

According to its representatives, Teddy Cars was founded on a vision of creating a world-class [car dealership] operation of high volume and high customer satisfaction. They said, owner, Ted Bessen, has pioneered one of the highest-volume dealers in the city’s northeast, and one of the top customer-satisfaction dealers in the State of New York, featuring an extensive line of new and pre-owned vehicles at Teddy Nissan and Teddy Volkswagen.