Luzianne Tea donates musical instruments to underfunded schools

The “Gallons for Good” campaign turned summer festival sips into donations



NEW ORLEANS, LA, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- Luzianne® Tea, a staple of the Southern iced tea tradition since 1902, is donating 75 musical instruments to underfunded music education programs throughout the nation following a summer festival tour.

The "Gallons for Good" initiative pledged that for every 1,000 samples of authentic, small-batch Southern iced tea poured at festival stops, one musical instrument would be placed directly into the hands of a young musician in need. Emmy-Nominated soul band St. Paul & The Broken Bones kicked off the campaign with a pop-up porch show in Atlanta and signed a guitar to be gifted in the instrument delivery.

> Our 'Gallons for Good' campaign allowed our customers to make a direct, positive impact on youth education simply by sipping a sample of hospitality.”
>
> *Dan Trahant, Director of Marketing*

"At Luzianne, iced tea has always been about more than just a refreshing drink—it’s about bringing people together and giving back to the communities that have been drinking our tea for generations," said Dan Trahant, Director of Marketing at Luzianne. "Music has an incredible power to unite and inspire. Our 'Gallons for Good' campaign allowed our customers to make a direct, positive impact on youth education simply by sipping a sample of hospitality."

More than 74,000 samples were given out throughout the tour, including stops at Thunder Over Louisville, Porchfest in Atlanta, Taste of Charlotte, and Let Freedom Sing in Nashville. Festivalgoers visited the interactive pop-up to sample classic Sweet, Zero Sugar, Extra Sweet, and Unsweet teas.

Luzianne partnered with Hungry For Music for the donation, a nonprofit that has delivered more than 27,000 instruments to children across 50 states and 40 countries since 1995. Luzianne's donation includes an ensemble of brass, woodwind, string, and percussion instruments destined for K-12 school music programs struggling with budget deficits.

"Access is the biggest hurdle for underfunded programs. When you put a quality instrument in a student's hands, you're giving them creative expression, discipline, and a sense of community," said Jeff Campbell, Founder of Hungry For Music. "Luzianne's support directly addresses the lack of resources in school music departments, making sure that funding issues never stand between a student and their passion for music."

To learn more about the Gallons for Good impact, find Luzianne Ready-to-Pour Gallons in your local grocery store, or to watch St. Paul and the Broken Bones' exclusive concert, visit Luzianne.com.

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About Reily Foods Company
Established in 1902, Reily Foods Company is a family-owned business based in New Orleans producing beloved pantry staples including Luzianne® Tea, Blue Plate® Mayonnaise, French Market® Coffee, New England Coffee®, Carroll Shelby's® Texas Brand Chili, and Swans Down® Cake Flour.

About Hungry For Music
Hungry For Music is a 501(c)(3) non-profit organization dedicated to bringing the healing quality of music to children by distributing musical instruments to underfunded school music programs and community organizations. Since its founding in 1995, Hungry For Music has placed tens of thousands of instruments into the hands of children who otherwise would not have had the opportunity to play.

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