

FOR IMMEDIATE RELEASE

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Contacts: Melissa A.E. Sanders

(404) 733-4846, melissa.sanders@woodruffcenter.org

Laura D. Soldati

(404) 733-4105; laura.soldati@woodruffcenter.org

**ATLANTA SYMPHONY ORCHESTRA ANNOUNCES 2010 SUMMER SEASON
AT VERIZON WIRELESS AMPHITHEATRE AT ENCORE PARK**

**ORCHESTRA SEASON TO OPEN THURSDAY, JULY 1, 2010
WITH 4TH OF JULY CELEBRATION**

**Summer Season To Include U.S. Premiere-Tour of BBC Documentary, *Planet Earth*,
Broadway Rocks, Disney's *Magical Music from the Movies*,
And Orchestra Playing Music to Classic Film *The Wizard of Oz***

**LIVE ON-SITE BROADCAST TO BE SHOWN ON LARGE SCREENS
Audience Members Invited To Text-Message Questions for Conductors and Artists
At All Orchestra Concerts**

**TOP OF THE LAWN EVENTS TO INCLUDE CONVERSATIONS
WITH ASO INSIDER KEN MELTZER PRIOR TO EACH ASO CONCERT**

**THEMED CUISINE TO BE OFFERED ON SITE FOR CONCERTGOERS
AT ALL ORCHESTRA CONCERTS**

**ASO PRESENTS CONCERT SERIES TO INCLUDE
ALAN JACKSON, BEN HARPER & RELENTLESS7, THREE DAYS GRACE,
AND SUGARLAND**

The Atlanta Symphony Orchestra will open the third orchestra season of its summer home, Verizon Wireless Amphitheatre at Encore Park, on Thursday, July 1, 2010, at 8:00 p.m., with a 4th of July Celebration. The concert will be led by Bridget Michele Reischl, and will feature an evening of patriotic sing-alongs, plus Tchaikovsky's *1812 Overture*, and a post-concert fireworks show.

The 12,000-seat, state-of-the-art venue — nominated in 2009 by Pollstar Concert Industry Awards as “Best Major Outdoor Concert Venue” — serves as the Atlanta Symphony Orchestra's summer home. The Amphitheatre opened on May 10, 2008 with Robert Spano and the Atlanta Symphony Orchestra and Chorus, followed by four sold out Eagles concerts. To date, the first two seasons of classical concerts have featured Robert Spano and the Atlanta Symphony Orchestra in programs including a concert-staged production of Puccini's *La Bohème*, a 4th of July spectacular, a free concert for the community, plus artists including Garrick Ohlsson, Robert McDuffie, Julie Andrews, Robert

Osborne (Turner Classic Movies), and the Marcus Roberts Trio. The ASO Presents concert season has featured performances by the world's biggest stars, such as the Eagles, Kenny Chesney, John Mayer, Tom Petty & the Heartbreakers, Stevie Wonder, Jason Mraz, Journey, Sugarland, Stone Temple Pilots, and more. The Amphitheatre is located in the northern suburbs of Atlanta, minutes from GA 400 and North Point Mall in Alpharetta, Ga., and a 30-minute drive from midtown Atlanta.

“We salute the Atlanta Symphony Orchestra for its tremendous success at Verizon Wireless Amphitheatre at Encore Park,” said Woodruff Arts Center President and CEO Joe Bankoff. “With the third season just around the corner, this summer is sure to be another fantastic experience for fans from all over the region. The Woodruff Arts Center would like to thank the Alpharetta community leaders for being partners in this effort to bring art outside the city limits of Atlanta.”

“We’re ready for another exciting season and are thrilled to continue our support of the amazing music of the Atlanta Symphony Orchestra, the special events, and the popular entertainers that will take the stage this year,” said Jeff Mango, President – Georgia/Alabama Region for Verizon Wireless. “In just three short years, the Amphitheatre has become an important part of the North side community and we look forward to welcoming visitors and welcoming back the local residents, businesses, and families to experience this year’s exciting musical performances in a state-of-the-art outdoor setting.”

The scope of Verizon Wireless Amphitheatre at Encore Park has brought a new dimension to the region’s seasonal artistic offerings, featuring concerts with the internationally-recognized Atlanta Symphony Orchestra, leading popular entertainers, as well as an emphasis on community events — including high school graduations, local fundraisers, and collaborations to create family-themed days, high school music concerts, and competitions.

Atlanta Symphony Orchestra Concerts

In addition to the July 1 opening of this classical summer 2010 season, the Atlanta Symphony Orchestra will perform four other summer concerts at the Amphitheatre: On Friday, July 16, 2010, at 8:30 p.m., conductor George Fenton will lead the Orchestra in the Atlanta-leg of the premiere tour of the BBC documentary *Planet Earth*, with George Fenton conducting; Michael Krajewski will lead the Orchestra in “Broadway Rocks” favorites from *Mamma Mia*, *Rent*, *The Lion King*, and *Phantom of the Opera* on Friday, July 23, 2010 at 8:00 p.m.; On Saturday, August 7, 2010 at 8:30 p.m., Michael Krajewski will lead the Orchestra in scores and songs from memorable Disney movies, shown on the big screens, including *The Little Mermaid*, *Beauty and the Beast*, and others from the Disney vault; On Saturday, August 14, 2010, at 8:30 p.m., Jere Flint will lead the Orchestra in the third ASO-Turner Classic Movies collaboration, this time playing the music from the classic film, *The Wizard of Oz*. Ben Mankiewicz will host.

ASO Presents Concert Series

The Orchestra’s ASO Presents concerts will welcome an array of popular entertainers to Verizon Wireless Amphitheatre at Encore Park in summer 2010. Concerts will include:

- Alan Jackson on Saturday, April 10, 2010; 92.9 dave-fm’s Earth Day Birthday with Ben Harper and Relentless7, Guster, and Alberta Cross on Sunday, April 25, 2010; Project 9-6-1 Cinco Party with Three Days Grace, Seether and Chevelle on Wednesday, May 5, 2010; and Sugarland on Thursday, August 5, 2010. More concerts will be announced.
- Friday, April 2, 2010 (Good Friday) will bring performances by Louie Giglio, Chris Tomlin, Matt Redman, Christy Nockels, and Kristian Stanfill to the Amphitheatre.

Community Concerts and Events

- On Saturday, April 17, 2010, the Greater North Fulton Chamber of Commerce will hold its 37th Annual Chairman's Gala at Verizon Wireless Amphitheatre at Encore Park.
- On Saturday, May 22, 2009, the local Alpharetta, Chattahoochee, and Northview High Schools Classes of 2010 will hold their graduation at Verizon Wireless Amphitheatre at Encore Park.

The Amphitheatre Experience

“When a cool breeze whisked away the muggy air at sunset, the north Atlanta suburbs felt a little like summer classic music festivals at Tanglewood, Aspen or Santa Fe,” said *The Birmingham News* after an Atlanta Symphony Orchestra concert.

The Amphitheatre opened on May 10, 2008 with Robert Spano and the Atlanta Symphony Orchestra and Chorus, including a 700-musician grand-finale performance of Tchaikovsky's *1812 Overture*. The 2008 inaugural classical concert season also featured Robert Spano and the Atlanta Symphony Orchestra in an array of programs including a concert-staged production of Puccini's *La Bohème*, a 4th of July spectacular, a free concert for the community, and artists including Garrick Ohlsson, Robert McDuffie, Julie Andrews, Robert Osborne (Turner Classic Movies), and the Marcus Roberts Trio.

Each Atlanta Symphony Orchestra concert at Verizon Wireless Amphitheatre at Encore Park offers table-seating in the main Orchestra section of the venue, reserved seating throughout the pavilion, and lawn seating. Complementing this seating variation is an experience influenced by the repertoire and theme of the Orchestra: Live on-site broadcasts, Top of the Lawn conversations, and themed cuisine allow audiences to create their own unique evening of enjoyment at the Orchestra's summer home.

Live On-Site Broadcast and Text-Message Questions from Audience

The Atlanta Symphony continues the tradition of introducing members of the ASO to the audience with an evening-long live, on-site broadcast of the concert on large 15'x20' screens, which are permanently affixed on either side of the stage. The live feed will include a pre-concert show, as well as live intermission interviews of guest artists and musicians from the Orchestra, fueled by text-message questions sent by the audience the night of the concert.

Top of the Lawn

Pre-concert Top of the Lawn events will continue in 2009. ASO Insider Ken Meltzer will take his pre-concert conversations to the tree-lined lawn of the Amphitheatre prior to each Atlanta Symphony Orchestra concert at the venue. Mr. Meltzer's conversations with ASO musicians will take place at the top-center of the lawn one hour before each concert, and include a Q&A with the audience.

Themed Cuisine

Ovations, the on-site caterer for Verizon Wireless Amphitheatre, will offer themed cuisine to complement the programming of all ASO concerts at the Amphitheatre. Concertgoers may pre-order a picnic basket (which serves two people), or enjoy themed specialty items from the concessions. Those with box seating and/or admission to the VIP Cadillac Club may choose to enjoy the separate themed-menu available in the Club for ASO performances.

As an example, during the 2009 summer season a South Pacific themed cuisine accompanied the regular fare offered at the venue for a Turner Classic Movie Night. Concertgoers pre-ordered a \$30 themed picnic basket (which serves two people) of chilled Bali Ha'I grilled shrimp with pineapple served over Sambal (Asian cabbage salad — cilantro and honey), hearts of palm with arugula, tomatoes and avocados, and

toasted coconut pound cake. Concertgoers also enjoyed Triple Feature Popcorn from the concessions the night of the concert.

Concertgoers will be able to pre-order a picnic basket and view the full menu available for each concert, via the General Info/Food and Beverage section online at vzwamp.com.

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About the Atlanta Symphony Orchestra

The **Atlanta Symphony Orchestra**, currently in its 65th season, is one of America's leading orchestras, known for the excellence of its live performances, presentations, renowned choruses, and its impressive list of GRAMMY® Award-winning recordings... ([more](#))

About Verizon Wireless

Verizon Wireless operates the nation's most reliable and largest wireless voice and 3G data network, serving more than 91 million customers. Headquartered in Basking Ridge, N.J., with 83,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NASDAQ and LSE: VOD). For more information, visit www.verizonwireless.com. To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at verizonwireless.com/multimedia.

About the Woodruff Arts Center

Over the past 40 years, the Woodruff Arts Center has distinguished itself as one of the premier cultural centers in the nation, a unique institutional model where individual arts institutions unite to form a

collaborative, inspirational, and supportive environment for the arts and education. The Woodruff Arts Center campus, located in the heart of Midtown Atlanta houses four renowned arts organizations including Alliance Theatre, Atlanta Symphony Orchestra, High Museum of Art, and Young Audiences.

Since 1968, Woodruff Arts Center has served more than 30 million patrons and annually offers more than 3,300 performances and exhibitions. In addition to its role as a cultural beacon and hub of the Southeast, the Center serves as a critical economic, educational, and social catalyst for Atlanta and the region. For more, visit woodruffcenter.org.

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Verizon Wireless Amphitheatre at Encore Park is owned by the Robert W. Woodruff Arts Center, Inc., and is operated by the Atlanta Symphony Orchestra. Upon the opening of the Amphitheatre, the ASO became the first U.S. orchestra to perform and present in its concert hall and in two amphitheaters. For 36 years, the ASO has presented and performed concerts at Chastain Park Amphitheater, the legendary award-winning 6,500-seat venue in Atlanta. The investment by the Woodruff Arts Center, with the support of the Woodruff Foundation, will advance the mission of the Atlanta Symphony Orchestra and also continue to have a significant economic impact on the entire region.

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Additional seating and ticket information for orchestra concerts at the Amphitheatre will be announced. Visit atlantasymphony.org or vzwamp.com for more information.

Additional concert and ticket information for ASO Presents concerts will be announced.

Tickets may be purchased online at Ticketmaster.com, by calling 1-800-745-3000 or by visiting any Ticketmaster outlet, including Publix Super Markets.

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Verizon Wireless Amphitheatre at Encore Park is located at 2200 Encore Parkway, Alpharetta, GA, 30009. For information, visit atlantasymphony.org or vzwamp.com, or call (404) 733-5010.

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Additional contact:

Holly Clausen, Atlanta Symphony Orchestra/Verizon Wireless Amphitheatre at Encore Park
(404) 733-5261, holly.clausen@woodruffcenter.org