



**Atlanta
Symphony
Orchestra**

news

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**ATLANTA SYMPHONY ORCHESTRA ANNOUNCES SECOND ANNUAL
“WHEN I PLAY MUSIC” BROAD-BASED GIVING CAMPAIGN**

**FOUR-WEEK CAMPAIGN STRIVES TO RAISE \$40,000
FOR ORCHESTRA AND ITS EDUCATION AND COMMUNITY PROGRAMS**

**ALL DONORS TO BE ELIGIBLE TO WIN TRIP TO NEW YORK CITY
TO HEAR ATLANTA SYMPHONY PERFORM AT CARNEGIE HALL IN OCTOBER 2012**

ONLINE CAMPAIGN ASKS FOR GIFTS OF JUST \$5

Today, Tuesday, May 1, 2012, the Atlanta Symphony Orchestra launches its second annual “When I Play Music” campaign, a broad-based giving campaign which will focus on supporting the Atlanta Symphony Orchestra and its education and community programs, and raising awareness of the impact of a music-rich educational experience for students. The four-week campaign will continue through the end of the Orchestra’s fiscal year, May 31, 2012, with a financial goal of raising at least \$40,000 in small contributions (not including matching gift donations) starting at just \$5, and an additional goal of cultivating 1,000 new Orchestra donors.

The “When I Play Music” online campaign will be primarily driven by social media, and will utilize online giving to enable audiences to give donations, beginning at just \$5, to support the Orchestra’s vast education and community engagement programs and initiatives. A microsite containing informational videos and additional campaign details is available at aso.org/give5.

All donors will be entered to win a trip for two to New York City to hear the Atlanta Symphony Orchestra perform at Carnegie Hall on October 27, 2012. The trip will include roundtrip tickets on Delta Air Lines as well as hotel accommodations. Contest rules are available at <http://wheniplay.org/grand-prize>.

“The Atlanta Symphony is known best for performing great music and presenting great artists — but we are also an educator, nurturing talented student musicians and exposing young audiences to musical experiences,” said Atlanta Symphony Orchestra President Stanley E. Romanstein, Ph.D. “When students have access to the arts, they achieve higher academic test scores, watch less T.V., and participate in more community service. Music impacts our lives in so many ways. We hope the Atlanta community will again support this campaign for music education with \$5 donations.”

“The powerful impact of a music-rich education allows kids to play an instrument, sing, and listen to music as part of the learning process, while also reinforcing confidence, teamwork, discipline, and expression of oneself,” said Morgan County Elementary School Music Specialist Kathy Ellis. “The Atlanta Symphony, through this \$5 campaign, is seeking to address a void in music education for the children of our community. As a music educator, I am grateful for this effort, and I am proud our Atlanta Symphony Orchestra continues to be a musical leader not only in the region, but also around the country.”

Offering nearly 40,000 hours of music instruction annually, the Atlanta Symphony Orchestra reaches nearly 50,000 students and music educators annually from 27 Georgia counties. Of those attending the Orchestra’s various educational offerings, 25% were offered free or reduced admissions from low-income communities. In addition, student musicians who stay in the Orchestra’s training programs, such as the Atlanta Symphony Youth Orchestra and the Talent Development Program, have a 100% graduation rate from high school — and approximately 97% have gone on to pursue higher education at some of the country’s top schools, including the The Juilliard School, Oberlin Conservatory of Music, Peabody Conservatory of Music, Cleveland Institute of Music, Harvard, Yale, Princeton, and others.

Visit aso.org/give5 for online giving information, informational videos, social streaming, and campaign updates.

About the Atlanta Symphony Orchestra

The **Atlanta Symphony Orchestra**, currently in its 67th season, consistently affirms its position as one of America’s leading Orchestras by performing great music, presenting great artists, educating, and engaging... [\(more\)](#)

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