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Atlanta Symphony Orchestra Announces New Partnership with *Atlanta* Magazine to Manage and Oversee Iconic Decorators' Show House & Gardens

ATLANTA – (February 17, 2016) – The Atlanta Symphony Orchestra, along with *Atlanta* magazine, today announce a long-term partnership in which the city's oldest and most prestigious magazine will take over the management and oversight of the long-standing Atlanta Symphony Orchestra Decorators' Show House & Gardens. With this partnership, the magazine will be responsible for selecting the home and designers, as well as managing all logistics related to the tour and overseeing all marketing, promotion, sponsorship and ticket sales.

As a first step in this newly formed partnership, both the Atlanta Symphony and *Atlanta* magazine will hold a series of advisory meetings with key industry leaders to assess the past performance and history of the Atlanta Symphony Orchestra Decorators' Show House & Gardens to determine the strategy and vision for future Show Houses, which will include identifying the perfect home and timeline for the next tour. Both parties intend to move forward with the Atlanta Symphony Orchestra Decorators' Show House & Gardens as an annual event.

"The Atlanta Symphony Orchestra Decorators' Show House & Gardens has long been an Atlanta tradition, having just completed its 45th annual showing. *Atlanta* magazine is currently celebrating its own 55th anniversary, and we can think of no better partnership than with the Atlanta Symphony to continue the legacy of one of the nation's leading designer show houses. The demographics of our two Atlanta institutions match up perfectly, and we look forward to deploying our marketing and promotional resources— including *Atlanta* magazine, *Atlanta Magazine's* HOME, *Southbound*, atlantamagazine.com and our just announced luxury fashion publication, *Atlanta Magazine Style Book*— to ensure the next Decorators' Show House & Gardens is the most memorable of all," says Sean McGinnis, *Atlanta* magazine president and publisher.

"We first must thank the Atlanta Symphony Associates for all of their hard work helping to establish this incredible event over the years and we look forward to the next chapter with *Atlanta* magazine. We've long envisioned a partnership with the city's magazine, *Atlanta* magazine, and look forward to

expanding the Show House experience to include an enhanced focus on the Symphony, food and dining experiences, and more in-depth conversations around design and the arts. With *Atlanta* magazine and *Atlanta Magazine's HOME*, we know that the power of these publications' reach and reputation will help us more effectively communicate the brand of the Atlanta Symphony Orchestra and the prestige of the Decorators' Show House & Gardens," says Kristen Delaney, vice president of marketing and communications for the Atlanta Symphony Orchestra.

The Atlanta Symphony Orchestra and *Atlanta* magazine will jointly announce the details for the next Decorators' Show House & Gardens, including dates and location, following a series of industry and design community meetings . "Having just come to terms on this partnership, we're really looking at the next 12 to 18 months to collect feedback from important industry partners, the design community and past sponsors who all want to see the continuation of the Show House and have great ideas for celebrating the the legacy of the past 45 years, while creating something completely new and on level with other nationally recognized designer show houses, such as Kips Bay," says McGinnis.

About the Atlanta Symphony Orchestra

Celebrating its 71st season, the Atlanta Symphony Orchestra continues to affirm its position as one of America's leading orchestras with excellent live performances, renowned guest artists and engaging education initiatives. As the cornerstone for artistic development in the Southeast, the Atlanta Symphony Orchestra performs a full schedule of more than 200 concerts each year, including educational and community concerts, for a combined audience of more than half a million people. During its 32-year history with Telarc, the Orchestra and Chorus have recorded more than 100 albums and its recordings have won 27 GRAMMY® Awards in categories including Best Classical Album, Best Orchestral Performance, Best Choral Performance, and Best Opera Performance.

About Atlanta magazine

First published in 1961 as the Atlanta Chamber of Commerce magazine, *Atlanta* magazine marks its 55th year in 2016 as the city of Atlanta's most prestigious publication—having been recognized with hundreds of awards for excellence in journalism and design, including The National Magazine Award, the industry's highest honor. Through the years the magazine has expanded its portfolio to include *Atlanta Magazine's HOME*, *Southbound*, atlantamagazine.com and thriving events and custom media divisions. Most recently the company announced the launch of *Atlanta Magazine Style Book*, a luxury publication focused exclusively on Atlanta fashion and style. *Atlanta* magazine is part of Emmis Communications (NASDAQ: EMMS), which is one of the most respected radio companies in the U.S. and also owner of several leading city/regional magazine titles in other U.S. markets such as *Texas Monthly*, *Los Angeles* magazine, *Orange Coast* magazine, *Indianapolis Monthly* and *Cincinnati* magazine.

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