



NEWS RELEASE

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Philadelphia Orchestra wins MetLife Award for Excellence in Community Engagement for its Camden Initiative

**Camden Community Partnership Initiative includes Camden Music Workshop,
Neighborhood Concerts, and School Partnership Program**

Partnership with Cooper University Hospital helped launch three-year-old initiative

**Camden Music Workshop presents culminating performance on January 19, 2007,
featuring Music Director Christoph Eschenbach**

(Philadelphia, January 9, 2007) – The Philadelphia Orchestra has received one of four MetLife awards for Excellence in Community Engagement by the American Symphony Orchestra League. The annual MetLife awards highlight programs from across the nation that can serve as models for other American orchestras. The Award was bestowed on The Philadelphia Orchestra for its Camden Community Partnership Initiative, a three-year-old partnership committed to using musical engagement as a means to improve the economic condition, emotional health, and future outlook of the city.

In addition to The Philadelphia Orchestra, three other orchestras were selected to receive MetLife awards in 2007: the Longwood Symphony Orchestra, the Oakland East Bay Symphony, and the Virginia Symphony Orchestra. The American Symphony Orchestra League considers member orchestras of all sizes operating within the 50 states and the District of Columbia for the Award. Programs are evaluated according to their effectiveness in community involvement; their ability to strengthen the orchestra's role as a "cultural citizen" in the community; their success in building community partnerships with other organizations; their measurable results; and their potential as models for possible replication by other orchestras. The winners were selected through a competitive application process by an independent review panel of seven arts and education professionals, and they will be recognized at the League's 2007 National Conference in Nashville, Tennessee, in June.

“We are honored and thrilled that The Philadelphia Orchestra’s Camden Community Partnership Initiative has received the recognition of a MetLife Award,” said Philadelphia Orchestra Association President and CEO James Undercofler. “We believe deeply in the importance of music and its power to change lives. We are committed to sharing this great Orchestra’s music with the Camden community and we hope our ongoing work will harness this power to help revitalize the Camden community.”

“The MetLife Award is an exciting validation of the many people who are contributing to the Camden Community Partnership Initiative,” said Philadelphia Orchestra Association Director of Education and Community Partnerships Sarah Johnson. “It has been a partnership in the truest sense of the word – our work in the Camden community has been shared by our many partners, in particular Cooper University Hospital, the Camden School District, and Respond, Inc. Everyone we’ve worked with in the Camden community has helped shape, guide, and execute our programs. Their enthusiastic guidance has contributed to our receiving this award.”

The Philadelphia Orchestra’s Camden Community Partnership Initiative began in 2003 with planning for the Orchestra’s first Camden Neighborhood Concert for the summer of 2004. A partnership with Cooper University Hospital in Camden helped launch the project, and elicited the involvement of groups affiliated with the hospital, including neighborhood groups, churches, hospitals, city government, and schools. The moving experiences of these events and the many successes of this rewarding partnership inspired the Orchestra and its community planning team to expand its commitment to the program and to extend the collaboration year-round. Cooper University Hospital continues to play an active advisory and participatory role in the partnership.

“Cooper University Hospital has been a proud partner with The Philadelphia Orchestra since 2003 and has since used the foundation of music to build community strength,” said Cooper President and CEO Christopher T. Olivia, M.D. “We are encouraged by the positive response of the community from participating in this Camden initiative.”

Camden Music Workshop

The newest project in the initiative began in March 2006, when the Orchestra launched the **Camden Music Workshop** in partnership with Respond, Inc., a Camden-based social services organization. The Camden Music Workshop has engaged an inter-generational group of community members in creative, artistic work—including music composition, music performance, and storytelling—in collaboration with Orchestra Music Animateur Thomas Cabaniss, musicians of The Philadelphia Orchestra, and guest artists. In addition to the weekly workshops in Camden, program participants, their families, and friends regularly attend Orchestra concerts at the Kimmel Center or other venues, sampling a wide range of offerings, including Access Concerts, Family Concerts, and small ensemble performances. Since March, each participant has created a project based on a personal story and worked with Philadelphia Orchestra musicians to combine the stories with original compositions or pre-composed music. Mr. Cabaniss facilitated the meetings with numerous visits by musicians of The Philadelphia Orchestra and with storyteller Charlotte Blake Alston guiding the story-making process.

Workshop participants will present their projects in a free community event titled “Camden Stories, Camden Songs: *Full of Hope*” on **Friday, January 19, 2007, at 6:00 p.m.** at the **Walter K. Gordon Theater at Rutgers University**. The performance is open to the public and features the songs and stories of Camden community members who have participated in the Camden Music Workshop. It also features students from the Creative Arts High School, musicians of The Philadelphia Orchestra, and mezzo-soprano **Lucia Bradford**, who will be accompanied on the piano by Philadelphia Orchestra Music Director **Christoph Eschenbach**.

The performance is a culminating event for the workshop. The program ends with a performance of “Full of Hope,” a song about Camden written by the workshop participants with Mr. Cabaniss. A call for unity and hope, the lyrics speak of the city of Camden’s rich history and recent struggles with poverty and crime. In addition to the projects of the individual participants, the program also includes a performance of a poetry-inspired piece, Three Songs for Violin and Double Bass (after Poems by Pablo Neruda), by Philadelphia composer Andrea Clearfield. The piece will be played by Philadelphia Orchestra members Elina Kalendareva, violin, and Robert Kesselman, double bass.

Neighborhood Concerts

Since the first Camden Neighborhood Concert in 2004, musicians from The Philadelphia Orchestra have led in-school presentations and numerous free small-ensemble concerts in community centers, churches, and other public spaces around Camden, which culminate in the annual Neighborhood Concert. At the 2005 Camden Neighborhood Concert, three students from the Creative Arts High School were invited to play with the Orchestra’s percussion section for a selection from Bernstein’s Symphonic Dances from *West Side Story*; and a community concert choir joined the Orchestra in performing “Lift Ev’ry Voice and Sing” and the popular gospel song “Total Praise.” The July 2006 Camden Neighborhood Concert was held at Wiggins Park on the Camden Waterfront and drew a crowd of more than 3,000. For this event, the Orchestra worked with Settlement Music School’s Camden Branch to create a Community Children’s Choir, which combined with other area children’s choirs to perform with the Orchestra.

School Partnership Program

In the 2005-06 season the Orchestra turned its attention to developing in-depth programs in partnership with Camden residents, nurturing sustained, collaborative relationships between members of the community and the Orchestra. The R.T. Cream School in Camden became one of the first three schools in the region to participate in the Orchestra’s newly launched **School Partnership Program**. Through this program, the Orchestra cultivates students’ knowledge and love of orchestral music, develops students’ perceptive and creative skills, and helps parents and teachers bring classical music into their homes and classrooms.

The School Partnership Program offers students incomparable exposure and access to The Philadelphia Orchestra and its musicians. The classes participating in the program attend Orchestra School

Concerts several times throughout the year, often hearing all of the programs offered in a season (usually four or five performances). Several members of the Orchestra visit each school annually, providing participating students the opportunity to engage with a range of musicians who they will see onstage in Verizon Hall. In addition, small ensembles of musicians from the Orchestra visit the schools during the year, and the schools host special visits by guest composers and guest artists.

The program creates a regular presence in the classroom and nurtures the engagement and professional development of participating teachers, musicians, teaching artists, and administrators. At each school, a Philadelphia Orchestra Teaching Artist has a weekly presence in participating classrooms. These teaching artists—all are professional musicians with a special interest in, and dedication to, education—work side-by-side with classroom teachers using a curriculum designed by the Orchestra’s education department in collaboration with teaching artists and classroom teachers. The Orchestra also provides special materials and resources for each classroom, including audio recordings, posters illustrating the different families of orchestral instruments, a percussion kit to support musical experimentation and learning, and a recorder for every student. The work of teaching artists, classroom teachers, school music teachers, and Orchestra musicians is supported with regular professional development opportunities provided by the Orchestra’s education department.

Funding for Camden Community Partnership Initiative

The Philadelphia Orchestra’s Camden Community Partnership is funded in part by grants from the Campbell Soup Foundation, the Andrew W. Mellon Foundation, and the Presser Foundation. The Philadelphia Orchestra Neighborhood Concert series is presented by Wachovia, and funded in part by grants from the National Endowment for the Arts and the John S. and James L. Knight Foundation. The Philadelphia Orchestra’s School Partnership Program is supported by the Lincoln Financial Group Foundation, Comcast Foundation, the Hamilton Family Foundation, Dolfinger-McMahon Foundation, and the Connelly Foundation.

Cooper University Hospital, the flagship of the Cooper Health System, is the leading university hospital serving South Jersey and the Delaware Valley. As the core clinical campus for the Robert Wood Johnson Medical School in Camden, Cooper is a national leader in medical education and research. Cooper doctors are regularly recognized by the region’s magazines with the most “Top Doc” honors in the area. Cooper has also been honored two years in a row as a “Best Place to Work in New Jersey” by the leading business journal *NJBIZ*. With renowned comprehensive health care services and cutting-edge technology, Cooper is recognized for its centers of excellence in cardiology, cancer, critical care, trauma, orthopaedics, and neurology. The top quality nurses, physicians, and services have earned Cooper a 2005 Consumer Choice Award by the National Research Corporation.

Respond, Inc., was created in 1967 by community residents to enhance and promote the economic independence and general welfare of individuals and families residing in Camden City and Camden County. Respond carries out its mission by providing comprehensive services in child care, a senior adult center, programs for homeless adults, rental housing and home ownership, youth services, employment, economic

development, and associated programs that help people help themselves.

MetLife Foundation was established by MetLife to carry on its longstanding tradition of corporate contributions and community involvement. Grants are made to support health, educational, civic, and cultural organizations and programs throughout the country. Recognizing the vital role the arts play in building communities and educating young people, MetLife Foundation contributes to the arts and culture by focusing on increasing opportunities for young people, reaching broader audiences through inclusive programming, and making arts more accessible for all people. For more information about the Foundation, please visit its web site at www.metlife.org.

Founded in 1942 and chartered by Congress in 1962, the **American Symphony Orchestra League** leads, encourages, and supports America's orchestras while communicating to the public the essential value and cultural importance of orchestras in their communities and the vitality of the music they perform. The League provides a wealth of services, meaningful information, learning and leadership opportunities, and grass-roots advocacy to its diverse membership, which encompasses nearly 1,000 member symphony, chamber, youth, and collegiate orchestras of all sizes, and links a national network of thousands of instrumentalists, conductors, managers, board members, volunteers, staff members, and business partners. Visit www.symphony.org to learn more.

Founded in 1900, The Philadelphia Orchestra has distinguished itself as one of the leading orchestras in the world through a century of acclaimed performances, historic international tours, best-selling recordings, and its unprecedented record of innovation in recording technologies and outreach. The Orchestra has maintained an unparalleled unity in artistic leadership with only six music directors piloting its first century: Fritz Scheel (1900-07), Carl Pohlig (1907-12), Leopold Stokowski (1912-41), Eugene Ormandy (1936-80), Riccardo Muti (1980-92), and Wolfgang Sawallisch (1993-2003).

This rich tradition is carried on by Christoph Eschenbach, who became music director in 2003. During his tenure, Mr. Eschenbach has conducted Beethoven's nine symphonies paired with music of our time; led a four-week Late Great Works Festival; launched the Orchestra's first-ever multi-year cycle of Mahler's complete symphonies; and led tours of Europe, Asia, and Florida and Puerto Rico.

The Orchestra began a three-year partnership with Ondine Records in 2005, and has released three recordings taken from live concerts with a fourth scheduled for February 2007. In September 2006, the Orchestra became the first major American orchestra to offer downloads of recent and archival music through its own Online Music Store, www.thephiladelphiaorchestra.com. As of April 2006, the Orchestra is broadcast regularly on NPR. Other recent highlights include a five-year, \$125 million endowment campaign launched in 2003; the Orchestra's move to The Kimmel Center for the Performing Arts in 2001; and the Orchestra's 100th anniversary in 2000.

The Philadelphia Orchestra annually touches the lives of more than one million music lovers worldwide through its performances, publications, recordings, and broadcasts. The Orchestra presents a subscription season in Philadelphia each year from September to May, in addition to education and community partnership programs, and appears annually at Carnegie Hall. Its summer schedule includes an outdoor series at Philadelphia's Mann Center for the Performing Arts, free Neighborhood Concerts, a three-week residency at Saratoga Performing Arts Center in upstate New York, and an annual week-long residency at the Bravo! Vail Valley Music Festival beginning July 2007. For more information visit www.philorch.org.

CAMDEN STORIES, CAMDEN SONGS: *FULL OF HOPE*

CAMDEN MUSIC WORKSHOP PERFORMANCE – A FREE COMMUNITY EVENT

Walter K. Gordon Theater, Rutgers University, 3rd Street, between Cooper and Pearl Streets, Camden, NJ

January 19 at 6:00 p.m. – Friday evening

Participants in the Camden Music Workshop

Students from the Creative Arts High School

Christoph Eschenbach, *piano*

Lucia Bradford, *mezzo-soprano*

Denise Huizenga, *violin*

Elina Kalendareva, *violin* (member of The Philadelphia Orchestra)

Robert Cafaro, *cello* (member of The Philadelphia Orchestra)

Richard Harlow, *cello* (member of The Philadelphia Orchestra)

Robert Kesselman, *double bass* (member of The Philadelphia Orchestra)

David Cramer, *flute* (member of The Philadelphia Orchestra)

Jennifer Kuhns, *oboe*

The Wister Quartet:

Nancy Bean, *violin* (member of The Philadelphia Orchestra)

Davyd Booth, *violin* (member of The Philadelphia Orchestra)

Pamela Fay, *viola*

Lloyd Smith, *cello*

Program includes:

Clearfield

Three Songs for Violin and Double Bass (after Poems by Pablo Neruda)

Various

“Full of Hope”

This performance is a collaboration between participants in the Camden Music Workshop and Philadelphia Orchestra musicians. Camden Music Workshop is a collaborative project of The Philadelphia Orchestra Association and Respond, Inc.

This concert is free and open to the public. For more information, please call 215.893.3141.

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