



# NEWS RELEASE

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FOR IMMEDIATE RELEASE

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## February is Subscriber Appreciation Month at The Philadelphia Orchestra

**Orchestra launches “We ? Our Subscribers” campaign, featuring special promotions, giveaways, events, and a website exclusively for subscribers**

(*Philadelphia*, February 6, 2007) – February, the month of love, is Subscriber Appreciation Month at The Philadelphia Orchestra, and this year the Orchestra says “thank you” with a special campaign called “We ? Our Subscribers.” More than 75% of seats sold each season are sold to subscribers. They purchase subscription packages of nine, six, or four concerts per season and often also purchase additional tickets to concerts outside of their series. They are among the Orchestra’s most loyal patrons and some have been subscribing for more than 50 years.

“Subscribers are the backbone of The Philadelphia Orchestra’s audience,” says J. Edward Cambron, vice president for marketing and public relations. “They are incredibly knowledgeable and passionate about the Orchestra, and they have a lifelong relationship with us. Subscriber Appreciation Month is just one way for us to thank them for their loyalty and support.”

Some of the ways the Orchestra will say “thank you” during Subscriber Appreciation Month are:

- A special thank-you video will be sent to subscribers via e-mail and will run in the lobby at subscription concerts. The video shows the Orchestra musicians and staff in Verizon Hall waving beneath a huge “We ? Our Subscribers” banner. The video also includes a scroll of the names of all current subscribers.
- A special subscribers-only website, [www.philorch.org/subscribersonly](http://www.philorch.org/subscribersonly), will be available year round. Its features include:
  - Benefit of the Month (February: backstage tours of Verizon Hall)
  - Opinion Poll (February: Choose the most romantic piece of music)
  - Story Submissions (February: Describe your most romantic experience at an Orchestra concert)
  - Contests (February: Win a trip to see the Orchestra in Vail, Colorado)
- Program inserts will list the names of current subscribers who have subscribed for five years or more.
- One- and two-year subscribers are invited to special intermission receptions.

- Free coffee will be available for subscribers in the lobby.
  - Subscribers who visit the subscriber information table at concerts will receive a free gift.
  - Sunday subscribers will receive free cake at intermission.
  - During Valentine's Day week, the PECO lights will feature a message of thanks from the Orchestra to its subscribers.
  - "Be a Music Mentor Program" lets subscribers purchase an additional concert ticket and get a second one free.
  - Subscribers can exchange tickets at no extra cost (limits apply)
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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. The 2006-07 season, Mr. Eschenbach's fourth, highlights the music of Mozart and Shostakovich. In January 2007, Mr. Eschenbach led the Orchestra in the Academy of Music 150th Anniversary Concert. 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](http://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.

**The Philadelphia Orchestra Online Music Store**  
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