



NEWS RELEASE

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THE PHILADELPHIA ORCHESTRA CELEBRATED THE LAUNCH OF eZseatU WITH A FREE CONCERT FOR COLLEGE STUDENTS

eZseatU, the Orchestra's innovative, web-based ticket membership program for college students, provides free, unlimited access to subscription concerts with an annual \$25 membership

(Philadelphia, October 16, 2008) – A booming marching band ... puckish college mascots ... raucous funk music. None are things that most classical music lovers expect to encounter at the concert hall, but it's exactly what greeted and entertained throngs of eager audience members at **The Philadelphia Orchestra's free college concert** at Verizon Hall on September 25. This highly-successful free concert catering to college students celebrated the launch of **eZseatU**, The Philadelphia Orchestra's innovative, web-based ticket program for college students. eZseatU is the companion program to eZseat, the Orchestra's new online membership program that combines the benefits of subscribing with the complete flexibility of buying single tickets. [See attached eZseat press release for further details.]

Gray skies and rain couldn't keep nearly 1,500 students from colleges and universities in and around Philadelphia from the September 25 event. The musical entertainment started long before the doors of the concert hall opened with West Chester University's Golden Rams Marching Band welcoming concertgoers and passersby on Philadelphia's historic Broad Street with their infectious sound. College mascots including Villanova University's Will D. Cat, West Chester University's Rammy, Saint Joseph's University's Hawk, and LaSalle University's Explorer amused the arriving students with their hilarious high jinks. The pre-concert festivities were just a warm-up for the evening's main event—a concert by The Philadelphia Orchestra in Verizon Hall. **Rossen Milanov**, the Orchestra's associate conductor, led the Fabulous Philadelphians in a dynamic program featuring Tchaikovsky's *The Tempest*; Haydn's Sinfonia concertante with First Associate Concertmaster **Juliette Kang**, Principal Cello **Hai-Ye Ni**, Principal Oboe **Richard Woodhams**, and Principal Bassoon **Daniel Matsukawa** as soloists; and Lutosławski's Concerto for Orchestra.

Immediately following the Orchestra's performance, audience members were invited to the Kimmel Center's Commonwealth Plaza, where the party continued with music by Dave Quicks Band, a Philadelphia-based funk band, and every college student's favorite—free food. Members of the Orchestra joined in on the post-concert fun mingling with the college crowd, many of whom had never attended a classical concert. Throughout the evening, students were encouraged to sign up for eZseatU or join the ranks of the Orchestra's campus representative programs.

About eZseatU

For a \$25 annual membership fee, eZseatU provides students between the ages of 17 and 30 free access to all subscription performances with no additional charge. This web-based program allows students to reserve general admission tickets up to a month in advance. Additional member benefits include discounts to the Orchestra's Online Music Store, special eZseatU club e-mails, and a membership card providing discounts at area restaurants. The eZseatU program is made possible with support from the Neubauer Family Foundation.

The eZseatU membership is valid for all subscription concerts. Memberships are valid from September through June. Memberships expire June 2009, and are only valid for Philadelphia Orchestra subscription concert performances at the Kimmel Center. Limit one ticket per membership per concert. Individuals must be 17 to 30 years of age and have a valid student ID to participate. Tickets issued are general admission. Seating location in house is dependent on availability. eZseatU members must have access to the internet and a printer, as well as a valid credit card to participate.

Other programs for college students

In addition to the recently-launched eZseatU, The Philadelphia Orchestra offers a number of special programs and events for college students. Each Tuesday, \$10 student tickets are available for purchase online for the following week's subscription concerts. Ticket(s) purchased will be held at the Box Office will-call for pick-up on the day of the selected concert. Students must present a valid student ID at the Box Office to pick up tickets. On the day of the concert, students with a valid student ID may purchase a "Student Understudy" ticket for \$8 before each subscription concert. Tickets may be purchased at the Box Office 90 minutes prior to the concert's starting time. A valid student ID is required (one ticket per ID).

Throughout the 2008-09 season, The Philadelphia Orchestra will host five College Night post-concert events for students. These exciting concerts will include live music, food, and socializing with musicians—exclusively for college students! College Nights 2008-09 take place October 24, November 22, March 19, April 21, and June 13.

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 seven music directors throughout its history: Fritz Scheel (1900-07), Carl Pohlig (1907-12), Leopold Stokowski (1912-41), Eugene Ormandy (1936-80), Riccardo Muti (1980-92), Wolfgang Sawallisch (1993-2003), and Christoph Eschenbach (2003-08).

This rich tradition is carried on by Charles Dutoit, who was appointed chief conductor and artistic adviser of The Philadelphia Orchestra from the 2008-09 season through the 2011-12 season. Mr. Dutoit has a long-standing relationship with the Orchestra, having made his debut with the ensemble in 1980. Highlights of his first season include the Opening Night Concert, featuring pianist Martha Argerich; performances of Berlioz's *Romeo and Juliet* and Requiem, part of Mr. Dutoit's four-year focus on the works of that composer; the U.S. premiere of Krzysztof Penderecki's Concerto grosso No. 1 for three cellos, part of the Orchestra's celebration of Mr. Penderecki's 75th birthday; and Honegger's Symphony No. 3 ("Liturgical"). During his tenure, Mr. Dutoit will also focus on the music of the Ballets Russes, beginning in the 2008-09 season with performances of Stravinsky's complete music to *The Firebird*.

Recent Philadelphia Orchestra highlights include the opening of the Orchestra's Online Music Store, www.thephiladelphiaorchestra.com; regular broadcasts on NPR; a series of critically acclaimed recordings led by Mr. Eschenbach and released in partnership with Ondine Records; and a \$125 million endowment campaign.

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, and residencies at the Bravo! Vail Valley Music Festival and the Saratoga Performing Arts Center in upstate New York.

For more information about The Philadelphia Orchestra please visit www.philorch.org.

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