



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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The Philadelphia Orchestra Takes the Stage for Free Neighborhood Concerts at Curtis Arboretum and Penn's Landing

The Orchestra performs for the first time at Curtis Arboretum, Thursday, July 26, as part of Cheltenham Township's Summer Concert Series

The Fabulous Philadelphians kick off the Friday Night Lights fireworks concert series at Penn's Landing, Friday, July 27

Wells Fargo is proud to present the Orchestra's Free Neighborhood Concert Series for the ninth consecutive year

(Philadelphia, July 2, 2012)—The Philadelphia Orchestra continues its tradition of free Neighborhood Concerts, presented by Wells Fargo, with performances at Curtis Arboretum on Thursday, July 26, at 7 PM and the RiverStage at Penn's Landing on Friday, July 27, at 8 PM. The 2012 Neighborhood Concert series continues The Philadelphia Orchestra's commitment to celebrating the vitality of neighborhoods throughout the Philadelphia region, bringing the Orchestra into communities in a variety of settings, and introducing the world-renowned ensemble to new audiences.

As the presenting sponsor of The Philadelphia Orchestra's Neighborhood Concerts for the ninth consecutive year, Wells Fargo has been a dedicated partner, supporting the Orchestra's community engagement activities and helping to increase community access to the Orchestra and its world-renowned sound. For the second year, Wells Fargo will also host a special Open Rehearsal of one of the Orchestra's popular Glorious Sound of Christmas concerts for local schoolchildren who might not otherwise have the opportunity to hear the Orchestra.

"The Philadelphia Orchestra is one of this region's remarkable treasures and we are proud of Wells Fargo's long-standing support of this organization and their innovative outreach programs," says Vince Liuzzi, Wells Fargo's regional president for Greater Philadelphia and Delaware. "We are delighted to help make these free summer neighborhood concerts possible for the ninth straight year and are also pleased to make access available to a dress rehearsal of the Orchestra's popular holiday concert. Our sponsorship of The Philadelphia Orchestra is just one way that Wells Fargo stands behind our commitment to build strong and vibrant neighborhoods, improve the quality of life and make a positive difference in the communities we serve."

“Each year we look forward to bringing The Philadelphia Orchestra to the citizens of the Philadelphia region, performing our free Neighborhood Concerts within their own communities,” said Allison Vulgamore, president and CEO of The Philadelphia Orchestra. “Although the Orchestra travels the world, there is truly no place like home. We are deeply appreciative of our dedicated partner, Wells Fargo, and its continued support of our Neighborhood Concert series, which allows our outstanding musicians to share their music outside traditional concert hall settings. The Orchestra shares Wells Fargo’s vision for strengthening our community through increased access to the arts, and we are particularly pleased that they will once again help open our hall to schoolchildren for a special holiday Open Rehearsal. We look forward to greeting many new listeners and longtime supporters alike through these community engagement initiatives.”

Neighborhood Concert Settings

The Philadelphia Orchestra makes its debut appearance at **Curtis Arboretum**, for the Cheltenham Township Summer Concert Series. The performance will take place on the original site of the estate of Cyrus H.K. Curtis, publisher of such periodicals as *Ladies Home Journal*, in picturesque Cheltenham Township. For this Neighborhood Concert, the Orchestra’s assistant conductor, Cristian Macelaru, will lead the ensemble in a program featuring popular favorites, including Wagner’s “The Ride of the Valkyries,” Tchaikovsky’s Waltz from *Swan Lake*, Fauré’s Pavane, Márquez’s *Danzón* No. 2, and Stravinsky’s beloved Suite from *The Firebird*.

“Cheltenham Township is delighted to feature The Philadelphia Orchestra in our summer concert series this year,” said Art Haywood, president of the Cheltenham Township Board of Commissioners. “Curtis Arboretum is a gorgeous setting to enjoy such beautiful music, and we hope all our residents and neighbors join us for this wonderful event.”

The Philadelphia Orchestra returns to the **RiverStage** at the **Great Plaza at Penn’s Landing** after highly successful appearances there in October 2011 and July 2010. The Neighborhood Concert on Friday, July 27, will kick off the Friday Night Lights firework series. Once again, Assistant Conductor Cristian Macelaru will take the stage to lead the Fabulous Philadelphians through a concert filled with traditional classics, including Dvořák’s *Carnival Overture*, Saint-Saëns’s Bacchanale from *Samson and Delilah*, excerpts from Fauré’s *Dolly*, and such fan favorites as Wagner’s Prelude to *Die Meistersinger von Nürnberg*, Mendelssohn’s Nocturne from *A Midsummer Night’s Dream*, and Tchaikovsky’s poetic *Romeo and Juliet*.

“We are thrilled to bring performing arts to the Waterfront and welcome back The Philadelphia Orchestra for another free performance on the RiverStage at Penn’s Landing. This tradition is a great example of our commitment to building relationships with outstanding cultural organizations, such as The Philadelphia Orchestra, who will work with us to make the arts more accessible to all. We at DRWC see performing arts as one of the keys to creating a world class waterfront,” said Tom Corcoran, president of the Delaware River Waterfront Corporation. “Following the Orchestra’s performance there will be a fireworks display, south of the RiverStage in the Penn’s Landing Marina. This display kicks off our Friday Night Lights Fireworks series, every Friday night at 9:15 PM through August 31.” Corcoran remarked, “Another wonderful reason to enjoy a summer evening along the Waterfront.”

Wells Fargo Holiday Partnership with The Philadelphia Orchestra

Wells Fargo continues its support of the Orchestra's community engagement activities with a special open rehearsal for the Orchestra's iconic Glorious Sound of Christmas program. For the second year, Wells Fargo will spread holiday cheer for hundreds of schoolchildren from Wells Fargo and Orchestra partner schools in the Philadelphia region.

The Philadelphia Orchestra's Neighborhood Concert Series

The Philadelphia Orchestra revived a tradition of free Neighborhood Concerts in 2000 as part of its centennial celebrations as a tangible expression of the Orchestra's gratitude to the people of Philadelphia for their 100 years of support. By bringing the gift of music into the communities where people live, the Orchestra has worked to break down perceived barriers that might separate it from many people in the community. The Neighborhood Concerts have continued each year since the centennial. For more information about The Philadelphia Orchestra's Neighborhood Concert Series, sponsored by Wells Fargo, please visit www.philorch.org.

Sponsors

The Philadelphia Orchestra's 2012 Neighborhood Concert Series is presented with generous support by Wells Fargo. Additional funding is provided by the National Endowment for the Arts, the City of Philadelphia, Pennsylvania Department of Community & Economic Development, the Annenberg Foundation, and the Zisman Family Foundation.

About our Partners

Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.3 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 9,000 stores, 12,000 ATMs, the internet (wellsfargo.com), and other distribution channels across North America and internationally. With more than 270,000 team members, Wells Fargo serves one in three households in America. Wells Fargo & Company was ranked No. 26 on *Fortune's* 2012 rankings of America's largest corporations. Wells Fargo's vision is to satisfy all our customers' financial needs and help them succeed financially.

Curtis Arboretum is a beautiful 45-acre arboretum located in Wyncote, Pennsylvania, in the heart of Cheltenham Township. The property was bequeathed by Mary Louise Curtis Bok, in honor of her father, Cyrus Curtis. Designed by the family firm of famed landscape designer Frederick Law Olmsted, Jr., the Arboretum is listed on the National Register of Historic Places. It surrounds elegant Curtis Hall, once the ornate music room of the Curtis family mansion, which now is operated as a rental facility for weddings and other events by the Cheltenham Township Parks and Recreation Department. The Arboretum features hills, two ponds, a dog park, a small World War II memorial, and over 50 types of trees.

Public programming at **Penn's Landing** would not be possible without the continued support of corporate partners such as PECO, Verizon, Pennsylvania Lottery, Coca-Cola Refreshments of Philadelphia, and the Greater Philadelphia Tourism Marketing Corporation, all of whom are committed to serving the Greater

Philadelphia community. The 2012 Summer Program of Free Events at Penn's Landing is funded and produced by the **Delaware River Waterfront Corporation (DRWC)**. All events produced by DRWC are **FREE** to the public on the RiverStage on the Great Plaza, Philadelphia's premier waterfront entertainment destination, and at Philadelphia's newest park, the Race Street Pier. The DRWC is a nonprofit corporation created in January 2009, exclusively for the benefit of the City of Philadelphia and its citizens. The fundamental purpose of DRWC is to design, develop, and manage the central Delaware River waterfront in Philadelphia. DRWC is transforming the waterfront into a vibrant destination location for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia. For more information and event details, please call 215.922.2FUN or visit www.delawareriverevents.com. This website is a virtual resource for the waterfront that can help visitors plan to easily park, play, and stay all day at Penn's Landing.

About The Philadelphia Orchestra

Renowned for its distinctive sound, desired for its keen ability to capture the hearts and imaginations of audiences, and admired for an unrivaled legacy of "first" in music-making, The Philadelphia Orchestra is one of the preeminent orchestras in the world. While wholly committed to the exploration of classical music and repertoire, the Orchestra also continues to develop compelling programs that resonate with contemporary audiences. As The Philadelphia Orchestra looks toward the October 2012 inaugural concerts of its next music director, Yannick Nézet-Séguin, it is focused on the future while inspired by a rich tradition of achievement, and seeks to not simply sustain the highest level of artistic quality, but to challenge—and exceed—that level by creating a powerful musical experience for audiences around the world.