



FIRST-TIME SSO CONCERT EXPERIENCE OFFERED TO SASKATOON KIDS

PRESS RELEASE

For Immediate Release

Saskatoon (SK) February 27 2007 – The Saskatoon Symphony Orchestra (SSO) and Crown Investments Corporation are pleased to announce the launch of the new *Children's Ticket Donation Program*.

The Children's Ticket Donation Program is another SSO community outreach initiative, presenting a unique and memorable first-time concert experience, for children who have not previously had the opportunity to enjoy a live performance of orchestral music. The program is intended especially for children in need, who do not have the means to attend concerts or formal music lessons. The target age group is children and young people ages 7 to 18.

Saskatoon kids will enjoy a Master Series performance on Saturday, March 17, 2007, at TCU Place. The concert will be enhanced by a pre-concert chat with the Artistic Director and professional musicians, presented in the Rehearsal Hall for an authentic back-stage experience, all thanks to the sponsorship of Crown Investments Corporation.

"Crown Investments Corporation is excited that our sponsorship will allow Saskatoon children an opportunity to experience a symphony concert. An interest in, and appreciation of music can be an important part of a child's development and interest in further education," said Maynard Sonntag, Minister of Crown Investments Corporation.

The project's goal is to encourage children's self-expression through music, by participating in the diverse array of arts and cultural possibilities available in our community. This new project represents a renewed commitment by the SSO to invest in children and young people with limited socio-economic circumstances, ensuring that they have opportunities to enjoy the arts for education as well as entertainment.

The live concert experience is an unforgettable and impressive encounter for a child, performed by the only professional orchestra in central and northern Saskatchewan. The SSO Marcoux Initiative, an umbrella of ongoing education programming, supports and sustains the goals achieved by the *Children's Ticket Donation Program*.

Eligible non-profit organizations serving Saskatoon children are invited to apply to the SSO office at 665-6414. The application deadline has been extended to Thursday, March 8, 2007.

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great art ::: good people ::: good business

The Saskatoon Symphony is Saskatoon's artistic institution that provides a professional orchestra which fosters and promotes classical music to enhance the artistic, intellectual and social life of our community.

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