

PRESS RELEASE

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Sunriver Music Festival Ends 32nd Season on a High Note

The Sunriver Music Festival wrapped up another successful series of top-quality music on August 22nd. This year, in addition to the traditional classical performances in the historic Great Hall at the Sunriver Resort, the Festival expanded its classical offering to the Bend audience. For the first time in the 32 year history, the Sunriver Music Festival moved two classical orchestral concerts to the Tower Theatre in Bend and the Pops Concert to Summit High School.

Maestro Lawrence Leighton Smith returned to Sunriver for his 23rd year and presented a musical line up to please both classical music scholars and novices, including familiar favorites by Mozart, Mendelssohn and Bach.

The Festival's series opened with a solo piano recital by Miss Yeol Eum Son, the 2009 Van Cliburn International Piano Competition's Silver Medalist on Thursday, August 13. The 23 year old pianist from South Korea brought the audience to their feet throughout the concert with her gifted performances of Haydn, Schubert, Barber and full slate of Chopin waltzes. Miss Son performed again with the Sunriver Music Festival Orchestra on Saturday, August 15 to a sold out crowd at the Sunriver Resort Great Hall.

"This orchestra was one of the finest that I have ever conducted in Sunriver," said Maestro Lawrence Leighton Smith. "We have a number of orchestra members that come to Sunriver each summer from all over the United States and many of these musicians are from very well respected symphonies, including the Minnesota Orchestra and the Boston Symphony Orchestra."

Maestro Smith adds, "We are also attracting some hot new younger musicians to our orchestra. Our new concertmaster is still in his 20's. His talent and energy added extra strength to the orchestra."

Jun Iwasaki, the Festival's new concertmaster, wowed audiences with his solo performances of Dvorák's *Romance* and Vaughn William's *A Lark Ascending* during the orchestra's first concert on Friday, August 14 at the Great Hall. Other notable performances included a beautiful Bach flute concerto featuring

Minnesota Orchestra's principal flutist Adam Kuenzel and the powerful Hummel trumpet concerto by the Oregon Symphony's principal trumpeter Jeffrey Work. The beloved *Peter and the Wolf* was presented at the kid friendly Family Concert in the Great Hall. The popular and upbeat Pops Concert, held at Summit High School and directed by Frank Diliberto, included a salute to Stan Getz, John Williams, and musical theater favorites from Gershwin and Cole Porter.

"Despite the economic downturn, we've had a very successful year," explains Sunriver Music Festival Board President Bruce Bischof. "Moving two of our classical concerts to Bend was a very difficult decision for this Board to make. For 31 years, our core classical orchestra performances have been in Sunriver. This year, we felt that there was an important opportunity to expand our audience by bringing our world class orchestra to Bend."

Initial studies of the 2009 festival ticket sales revealed a healthy trend that the Festival would like to continue into the next season.

- ♪ For all concerts combined, 82% of the tickets sold were split evenly between Sunriver and Bend residents.
- ♪ At the Great Hall concerts, Sunriver residents made up on average 46% of the audience, Bend residents made up 30% of the audience, and 21% were visitors who plan their vacations to Sunriver to coincide with the summer festival.
- ♪ At the Tower Theatre concerts, 90% of the audience was split between Bend and Sunriver residents.
- ♪ At the Pops Concert at Summit High School, 50% of the audience was from Bend.

"The really exciting news about the ticket sales was the increase in tickets sold to patrons that have never been to one of our concerts before this summer," explains Pam Beezley of the Sunriver Music Festival. "Over 27% of our Pops Concert audience was new patrons. Our Piano Recital in Sunriver attracted over 28% new patrons. Every concert had new faces in the audience and that is exciting news for our 32 year old festival."

Other 2009 financial highlights for the Sunriver Music Festival include:

- ♪ Increasing support from foundation and government grants by \$20,000.
- ♪ Maintaining needed festival concert sponsors.

- ♪ Organizing successful fundraising events throughout the year.
- ♪ Ongoing financial support from the Sunriver Resort for both Sunriver and Bend concerts.
- ♪ Awarding over \$25,000 in Young Artist Scholarships to deserving Central Oregon musicians.

“It’s been a very challenging year, but we are fortunate to have a very smart and proactive Board, plus faithful and loyal volunteers and supporters,” concludes Pam Beezley. “With this momentum, we feel confident that we can continue to share the magic of the Sunriver Music Festival with our long-time Sunriver patrons and with our new patrons in Bend.”

For more information about the Sunriver Music Festival, call the Sunriver Music Festival Ticket Office at 541-593-9310, email at tickets@sunrivermusic.org or visit www.sunrivermusic.org.