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RE: Sunriver Music Festival

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SUNRIVER MUSIC FESTIVAL REPORTS RECORD-SETTING SEASON FOR 2016

SUNRIVER, ORE – The Sunriver Music Festival, Central Oregon’s only professional classical music festival, reported a 15% growth in ticket sales for the recently completed 39th season.

An increase in visitors to the area, a new user friendly website, an expanded public relations effort, and the use of social media all contributed to the record-setting season. “But the key to our success was the quality of our musical offerings and the growing support we are seeing from Bend residents,” states Pam Beezley, executive director of the Sunriver Music Festival.

Beezley points out that Artistic Director George Hanson continued to bring world-renowned soloists to this season’s nine concerts. The Festival also added a second Pops Concert in Bend due to the increasing popularity of these performances. Visitors and Bend area residents now make up 69% of the Festival audience.

Attendance at Festival Faire, its premier fundraiser of the year, also grew by 20%. “Donations and memberships enable us to continue nurturing the next generation of artistic talent through our scholarships and youth programs,” explains Beezley.

While August remains the Festival’s main season, the Festival holds musical performances year-round. Its Fireside Series of concerts and events occurs September through March. Annual traditions include a Valentine’s Day dinner and dance at the Sunriver Resort Great Hall and a Christmas concert as well as several smaller private concerts. New this year, the Festival will present a piano festival at the Tower Theatre on March 24 and 25.

The 40th Anniversary season kicks off in December with the Patrick Lamb Jazz Band on December 16. It promises to be a lively night at the Sunriver Resort Homestead with hot music, beer from Sunriver Brewing, and great friends.

Go online at www.sunrivermusic.org, email tickets@sunrivermusic.org or call the festival 541-593-9310 for more information on current performances. Guest artists for the 2017 summer season will be announced by Artistic Director Hanson in March, 2017.

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