



It's all about the music®

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**AUBURN SYMPHONY ORCHESTRA LAUNCHES NEW IMAGE CAMPAIGN
Creates new logo, tagline and website**

Auburn, WA, August 7, 2006: The Auburn Symphony Orchestra (ASO), a fully professional orchestra comprised of musicians from the Pacific Northwest Ballet and other northwest orchestras, announced today that it has launched a new image campaign designed to raise awareness and increase audiences. The new campaign includes a new logo, tagline – *It's All About The Music*® – and website www.auburnsymphony.org.

“As the orchestra celebrates its tenth anniversary year, the ASO is launching an initiative to encourage classical music lovers of all ages in King County and surrounding areas to add the ASO concerts to their annual symphony schedules,” said ASO president Jim Blanchard. “Auburn Symphony’s new tagline *It's All About The Music*® emphasizes the orchestra’s mission to foster the joy of music in the region through performances of unsurpassed quality.”

The orchestra, led by Stewart Kershaw, renowned music director and conductor of the Pacific Northwest Ballet Orchestra, comprises over 60 musicians from King County. The orchestra’s purpose is to provide professional musicians from the Pacific Northwest Ballet orchestra and other northwest professional orchestras an opportunity to perform symphonic repertoire. It is also to present classical music of world-class caliber to residents of Auburn and the region as a whole.

“Auburn is extremely proud to host one of the State’s few fully professional orchestras,” said City of Auburn Mayor Pete Lewis. “However, the orchestra is still a relatively undiscovered gem. I commend the ASO Board’s efforts to further market its presence with a coordinated image campaign. It will not only help raise the profile of the

orchestra but the City of Auburn as well.”

The logo and website were created by Bob Dunn of the Cat's Eye Group Design & Photography www.catseyegroup.com and Jane Baxter Lynn of JBL Public Relations Strategies www.jblprstrategies.com was responsible for the website's content and overall image development, working with the ASO Board.

As part of the orchestra's 10th anniversary celebrations and its endeavors to raise the orchestra's profile, the Auburn Symphony Orchestra will present a concert at Benaroya Hall in Seattle on Sunday, January 14, 2007. The orchestra will perform Wagner's Overture to "Die Meistersinger", Chopin's Piano Concerto No. 2 in F Minor, with piano soloist Craig Sheppard, and Shostokovich's Symphony No. 11 'The Year 1905'.

The Benaroya concert is presented by the City of Auburn and supported by an impressive list of benefactors including James and Sherry Raisbeck of Raisbeck Engineering, Peter and Peggy Horvitz of King County Journal Newspapers, and Firoz and Najma Lalji of Zones, Inc. Other sponsors include: Auburn Regional Medical Center, The Boeing Company, Classical KING FM 98.1, Pacific Northwest Ballet, and Puget Sound Energy.

For further information on the ASO's 2006/2007 season schedule and to purchase tickets visit www.auburnsymphony.org or call 253-939-8509.

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The Auburn Symphony Orchestra (www.auburnsymphony.org) is a 501C3 not-for-profit corporation founded in May, 1996. Performing at the City of Auburn's Performing Arts Center, the fully professional orchestra is led by co-founder Stewart Kershaw, internationally renowned conductor and music director of Seattle's Pacific Northwest Ballet Orchestra. It comprises over 60 musicians from the Pacific Northwest Ballet (PNB) and other Northwest orchestras and its mission is to foster the joy of music in the region through performances of unsurpassed quality.