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For Immediate Release

PACIFIC SYMPHONY AND KOMEN ORANGE COUNTY AFFILIATE UNITE FOR “MUSIC FOR THE CURE”: SYMPHONY DEDICATES “TCHAIKOVSKY SPECTACULAR” TO RAISING BREAST CANCER AWARENESS

Concert also a kick-off for upcoming Komen Race for the Cure

Orange County, Calif.—July 21, 2009—Pacific Symphony and the Orange County Affiliate of Susan G. Komen for the Cure have joined forces for “Music for the Cure,” a unique collaboration with a common goal of raising awareness about breast cancer—a devastating disease that affects one in eight women nationally. The Symphony’s final concert of the summer, “Tchaikovsky Spectacular,” takes on a decidedly pink hue, when it shines the spotlight on the importance of finding a cure. Taking place at Verizon Wireless Amphitheater, on Saturday, Sept. 12, at 8 p.m., the concert culminates with Tchaikovsky’s triumphant and climatic “1812” Overture—in honor of those who have survived breast cancer. To purchase tickets, call the Symphony at (714) 755-5799 or visit www.PacificSymphony.org/Komen.

The unique partnership, merging an arts organization and a health and human services organization, has created a platform for the “healing power of music.” “Tchaikovsky Spectacular,” presented by The Orange County Register, and led by the Symphony’s charismatic and inspiring Assistant Conductor Maxim Eshkenazy, features works by Russian masters including Shostakovich and Rimsky-Korsakov, plus the gold medal pianist from this year’s Van Cliburn Competition. The dramatic performance ends in a celebratory burst of thundering cannons and spectacular fireworks.

The concert is also a kick-off to the upcoming Komen Orange County Race for

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the Cure, taking place less than two weeks after the concert, on Sept. 27. The 18th annual Race is California's largest and most successful breast cancer fundraising event, with a goal of raising \$3 million to invest in local breast health programs and groundbreaking breast cancer research.

"Pacific Symphony is proud to team up with Komen for the Cure and draw attention to the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures," says Pacific Symphony President John Forsyte. "The orchestra will be playing for all those individuals who are in the fight of their life."

The Symphony has donated to Komen several hundred tickets to "Tchaikovsky Spectacular" for their kick-off to the Race for the Cure. In return, Komen for the Cure has reached out to its many supporters and invited them to be a part of this celebratory event.

Joining the team behind "Music for the Cure" is Farmers & Merchants Bank (F&M Bank), a long-time supporter of the Symphony and more recently of Komen, which was inspired by the idea of the unique partnership and the cause behind it.

"It seems especially important during this critical period of financial uncertainty, to get behind a significant cause like this and do whatever we can to help magnify the message of breast cancer awareness through music," says F&M Bank's CEO Henry Walker, an advocate for both nonprofits, serving as a Pink Tie Guy for the Komen Orange County Affiliate and a board member for Pacific Symphony. F&M Bank has played an instrumental role in the creation of this event, conjoining the two organizations to maximize outreach and exposure for a life-saving cause.

"In this time of hardships around the nation and the world, it has become necessary to break out of the box in our strategic thinking and find new ways to promote our causes," says Walker.

This concert is also sponsored by American Airlines and The Westin Hotel—South Coast Plaza. American Airlines is the “Official Airline” of the Pacific Symphony and Lifetime Promise Partner for Susan G. Komen for the Cure. The Westin Hotel is the Symphony’s “Official Hotel,” proudly serving the orchestra since 2001.

“We appreciate this opportunity to invite people to come together to support breast cancer awareness, enjoy the Symphony’s music, and celebrate their health, happiness and hope for the future,” says Lisa Wolter, executive director of the Komen Orange County Affiliate. “The concert, and the Race for the Cure two weeks following, are reminders that the fight against breast cancer continues—and we must not stop until we end breast cancer forever.”

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Through events like the Komen Race for the Cure, nearly \$1 billion has been invested to fulfill that promise, making Komen for the Cure the world’s largest source of nonprofit funds dedicated to fighting breast cancer. More information about the Orange County Affiliate of Susan G. Komen for the Cure is available at www.komenoc.org or by calling (714) 957-9157.

About Pacific Symphony

Founded in 1978, Pacific Symphony in Orange County, Calif., is the largest orchestra formed in the United States in the last 40 years. Led by Music Director Carl St.Clair, the

Symphony is recognized as an outstanding orchestra making strides on both the national and international scene. The Symphony offers moving musical experiences with repertoire ranging from the great orchestral masterworks to music from today's most prominent composers, highlighted by the American Composers Festival. In addition to the Symphony's main stage concerts, the organization also features a chamber series, a well-attended Pops series, led by Principal Pops Conductor Richard Kaufman; a family concerts series, and the Pacific Symphony Youth Orchestra, both led by Assistant Conductor Maxim Eshkenazy. Presenting more than 100 concerts annually and a rich array of education and community programs, the Symphony each year touches more than 250,000 Orange County residents of all ages. More information about Pacific Symphony is available at www.pacificsymphony.org.

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