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**NMSO in partnership with Mayor Richard J. Berry  
Launch *Keep the Symphony Playing* Campaign**

***Fund Drive Needed To Sustain Operations***

**ALBUQUERQUE-** The New Mexico Symphony Orchestra (NMSO), the state's official orchestra, is launching a *Keep the Symphony Playing* fundraising campaign to raise \$2 million by Aug. 31, 2010 and Mayor Richard J. Berry has agreed to help fundraising efforts.

The \$2 million to be raised through the *Keep the Symphony Playing* fund drive will be earmarked for operational expenses so that the NMSO can make payroll, pay its bills and begin to build a sustainable future for the organization.

"What we all need to understand is the success of the NMSO is a shared success for the rest of the community," Mayor Berry said. "These professional musicians fill venues which in turn fills restaurants and shops in Nob Hill and in our Downtown district. When the Symphony is successful, history has shown us our local merchants are successful too."

"If we don't raise the needed funds, New Mexico could lose a state treasure, one that has been providing the magic of live music to concert-goers throughout our state for 77 years," Coleman Travelstead, NMSO Board of Trustees chair said.

“Great cities, those that attract economic development and new residents, have great symphonies. It’s time for New Mexicans to step up and ensure that the NMSO is able to fulfill its important mission in serving our state.”

Through various fundraising efforts since Sept. 1, the NMSO has raised more than \$800,000 reaching 40 percent of the \$2 million goal. NMSO will now be focusing intently on meeting the goal of 100 percent with the generous help of media partners, business owners and individual supporters.

“We’ll be asking everyone to give what they can to help us keep the NMSO playing now and in the future,” Ruth Silva-Hernández, NMSO interim president said.

### ***Keep the Symphony Playing Has Potential Impact on Shared Success Initiative***

The Shared Success Initiative is part of the work agreement with the NMSO musicians’ union ratified in November 2009. Under this bonus plan, if the NMSO’s total fundraising goal, which includes income from the *Keep the Symphony Playing* campaign and all other income outside of ticket sales, is met, the musicians will each get an equal share of 33 percent of funds raised above a balanced budget.

Half of the bonus would be distributed in one lump sum early in the 2010/2011 season, and the other half would be distributed equally during the 2010/2011 season. As part of the Shared Success Initiative, NMSO musicians will participate actively in fundraising, helping the NMSO to reach out to existing and potential donors.

Many community-minded businesses already have offered to help with the *Keep the Symphony Playing* campaign. For example, Steve Paternoster, owner of Scalo Northern Italian Grill, has offered his restaurant for a fundraising dinner to benefit the NMSO. Also, O’Niell’s Irish Pub, in partnership with National Distributing Company, hosted a beer dinner March 4, that raised funds for the NMSO.

*The New Mexico Symphony Orchestra is the official orchestra of the State of New Mexico, serving more than 130,000 people each year through its Classics, Pops and Symphony Under the Stars series, as well as many free NMSO Family Concerts. The NMSO is the largest non-governmental provider of music education in New Mexico and has also been recognized by the Mellon Foundation for its innovative community engagement efforts. The NMSO is under the baton of Music Director Guillermo Figueroa and Resident Conductor and Chorus Director Roger Melone. For more information about the NMSO, visit [nmso.org](http://nmso.org).*