



KITCHENER-WATERLOO  
**SYMPHONY**  
EDWIN OUTWATER • MUSIC DIRECTOR

musicforyou

2011/12 Season

**Make Time for Great Music**

**MEDIA RELEASE**

FOR IMMEDIATE RELEASE

November 7, 2011

Nancy Schnarr, 519.745.4711 x287

[nschnarr@kwsymphony.on.ca](mailto:nschnarr@kwsymphony.on.ca)



## **Newly-launched KWS Heartstrings Program provided 100 free concert tickets as part of Random Act of Kindness Day**

On November 4, 100 people who were unable to afford the cost of a concert ticket were given a free ticket to see baritone Hugh Russell in concert with the Kitchener-Waterloo Symphony (KWS) at the Centre In The Square to launch the Symphony's new Heartstrings Program.

Through the Heartstrings Program, KWS provides underwritten tickets to local social service organizations who in turn distribute these tickets to their clients. These individuals would not be able to enjoy great live music under normal circumstances.

"Our mandate is to inspire and unite our community through music," stated Executive Director Genevieve Twomey, "and we work hard to ensure our performances are accessible to everyone, regardless of their cultural or economic background. While we offer low-price tickets (under \$20) to most of our performances, some families cannot afford that, making our Heartstrings Program essential to serving our whole community."

While Heartstrings was launched on Random Act of Kindness Day, tickets will continue to be provided throughout the season, extending well beyond one date on the calendar.

A generous lead gift from Gore Mutual Insurance Company Foundation helped launch Heartstrings. This financial support will underwrite hundreds of concert tickets and have a positive impact on hundreds of people in our community.

"Gore Mutual is pleased to be participating in this new program that will help give members of community organizations access to great music," said Kevin McNeil, President and CEO, Gore Mutual Insurance Company. "We believe in the positive effects that music can have on people of all ages."

To meet the demand for underwritten tickets, KWS continues to seek support from businesses and individuals who would like to make a difference in the lives of underserved people across the Region.

"For several years, the KWS has granted approximately 1,700 tickets each season free-of-charge to youth, adults and charitable organizations across the Region of Waterloo," stated Chris Sharpe, Director of Education and Community Programs. "I am so pleased that the Heartstrings Program will formalize and expand this practice. Bringing live music to those who would not otherwise have the opportunity to hear it has an immeasurable impact on the participants."

###

KWS would like to thank the following sponsors: Season Sponsor Sun Life Financial, Education and Outreach Programs Sponsor Research In Motion, and Heartstrings Program Sponsor Gore Mutual Insurance Company Foundation.

-30-

Founded in 1945, the Kitchener-Waterloo Symphony is a core cultural organization for the Region of Waterloo and beyond. Our mandate is to inspire and unite our community through music. A diverse and rich musical season of over 90 concerts is presented over a 38-week concert season, reaching 80,000 people each year across the Region of Waterloo, Guelph, and Toronto. National and international attention has been garnered for our innovative programming and extensive, participatory education programs. Education and outreach programs serve our evolving community, tailored to a continuum of ages and all backgrounds. Through the Conrad Centre for the Performing Arts the KWS supports local theatre, music, and dance organizations. The KWS continues to be the largest employer of artists and cultural workers and the most significant cultural asset for Waterloo Region.

**At A Glance:**

To make a donation in support of the Heartstrings Program call 519.745.4711 x275

For information on how your social service organization can receive tickets call 519.745.4711 x276

To download the press kit associated with this release, please visit the media room at [kwsymphony.ca/media](http://kwsymphony.ca/media).

For more information or interviews, please contact  
Nancy Schnarr 519.745.4711 x 287  
[nschnarr@kwsymphony.on.ca](mailto:nschnarr@kwsymphony.on.ca)