



**LONGWOOD
SYMPHONY
ORCHESTRA**

I would like to invite you to support Longwood Symphony Orchestra as an advertiser during the 2010-2011 season.

Longwood Symphony Orchestra is a unique orchestra devoted to performing music to support Boston's medically underserved. Founded in 1982, the orchestra has grown from the dream of a few medical students to a multi-faceted and innovative non profit organization, recipient of the *2007 League of American Orchestras/MetLife Award for Excellence in Community Engagement*.

Through LSO's award-winning *Healing Art of Music™* program, last year's concert series helped raise valuable funds and awareness for four carefully selected health-related community nonprofits. Concerts reached thousands in the musical and medical community -- leaders such as Assistant Secretary of Health and Human Service Dr. Howard Koh, who was honored at our May 2010 concert by Asian Task Force Against Domestic Violence and State Representative Daniel Bosley, who read the inspiring words of Dr. Albert Schweitzer at our Tanglewood debut, a concert in collaboration with Berkshire Children and Families.

In our 2010-2011 season, we look forward to collaborating with **The Art Connection**, enriching and empowering underserved communities by expanding access to original works of art and the **Vasculitis Foundation**, supporting patients and families through education, awareness and research. And we will collaborate once again with **Asian Task Force Against Domestic Violence (ATASK)**, dedicated to preventing domestic violence and promoting hope among survivors.

Artistic Director Jonathan McPhee will present a wonderful mix of repertoire, old and new, including works by Wagner, Sibelius, Elgar and the Boston premiere of David Kechley's *Wakeful Visions/Moonless Dreams*. This season, we'll introduce the 2010 winner of Young Concert Artists International Auditions, the remarkable pianist **Charlie Albright** to Boston audiences. The musical community is already buzzing about this brilliant young talent, still a student in the joint program of Harvard and New England Conservatory. LSO will also welcome mezzo-soprano **Joanna Porackova** to our stage.

Enclosed are materials that highlight the work of Longwood Symphony Orchestra, as well as an advertising order form. If you have any questions please feel free to contact the LSO by phone at (617) 667-1527 or by email at jscales@longwoodsymphony.org.

Thank you in advance for your support. Together we continue to fulfill our mission of **Healing our Community through Music**.

Sincerely,

Jillian Scales
General Manager
Longwood Symphony Orchestra

Longwood Symphony Orchestra

Established in 1982, Longwood Symphony Orchestra is a unique orchestra devoted to **Healing the Community through Music**. The majority of its 125 musicians are medical professionals who represent every major medical center in the greater Boston area. Dedicated to serving the community in hospitals and onstage, LSO combines innovative musical programming with a unique business model of community engagement. Through its award-winning *Healing Art of Music™* program, LSO partners with a medical nonprofit organization for each of its concerts to help raise funds and awareness for the medically underserved. In 2008, LSO shared its distinctive model internationally for the first time in a unique medical and musical tour to London.

Longwood Symphony Orchestra's musical mission is as unique as its medical mission. LSO performs a blend of repertoire standards and less-recognized masterpieces and performs at least one Boston premiere each season. LSO has reintroduced Boston audiences to works by American composers Barber, Copland and Dello Joio. In 2009, LSO co-commissioned a new work, *Albert Schweitzer Portrait* with the words of Nobel Peace Prize laureate Dr. Albert Schweitzer, the music of Gene Scheer, arranged and adapted by Jonathan McPhee.

Jonathan McPhee

Jonathan McPhee was named Music Director and Conductor of the Longwood Symphony Orchestra in 2004 and Artistic Director in 2008. Mr. McPhee is also Music Director of the, Boston Ballet Orchestra, Lexington Symphony Orchestra and the Nashua Symphony Orchestra & Chorus in New Hampshire. Mr. McPhee has conducted many of the world's most distinguished orchestras and dance companies. An accomplished arranger and composer, Mr. McPhee's works are published by Boosey & Hawkes. His film scores include *Ballets Russes* (2006) and *Les Ballets Trockadero 2* (2001).

Healing Art of Music™

Founded in 1991, LSO's *Healing Art of Music™* program partners Longwood Symphony Orchestra with a health-related nonprofit organization for each season performance. Chosen for its mission, capacity for growth, and impact on the community, each LSO Community Partner reflects the power of medical and humanitarian activism. LSO has worked with 37 Community Partners to improve the health of the medically underserved in Massachusetts. These Community Partners are devoted to research, medical care, and improving the lives of patients living with such illnesses as cancer, Lou Gehrig's disease, autism, diabetes, and Alzheimer's.

LSO on Call

LSO on Call was introduced in 2008, supported by a grant from Merck Research Laboratories Boston. This new community outreach initiative brings chamber music directly to patients across Massachusetts, in hospital wards, rehabilitation centers, and health care facilities.

Sharing music is a deeply meaningful experience that can open new lines of communication between the caregiver and patient. *LSO on Call* performances have brought Alzheimer's patients closer to their families through the sharing of familiar songs, and introduced children on the pediatric burns unit to musical instruments. *LSO on Call* resonates with both musicians and patients as one of the most direct ways to Heal our Community through Music.

Community Conversations

Through LSO's *Community Conversations* program, Longwood Symphony Orchestra promotes community-wide dialogue among today's experts in the arts and sciences on the intersection of music and medicine.

During the 2007-2008 season, Longwood Symphony worked with medical schools and community groups to present *Community Conversations* on Global AIDS Day and International Women's Day. Musicians, artists, and medical experts gathered for medical lectures and musical performances. In June 2008, LSO's week-long tour to London, "Bridging the Atlantic: Artful Innovations in Cancer Care" was an opportunity for cancer specialists from the orchestra to share medical breakthroughs and musical concerts with British colleagues.

In 2009, LSO hosted "Crossing the Corpus Callosum: Neuroscience, Healing, and the Arts," a symposium that combined musical performances with lectures on arts and healing and brought together experts from across New England. The second installment of "Crossing the Corpus Callosum" will be held at Harvard University on January 29, 2011.



LONGWOOD SYMPHONY ORCHESTRA

To place an ad in Longwood Symphony Orchestra's program book for the 2010 - 2011 season, please send this completed form and payment to:

Longwood Symphony Orchestra
P.O. Box 886
Brookline, MA 02446

All advertisement orders must be received by November 5, 2010.

CONTACT INFORMATION

Contact Name: _____

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email Address: _____

SIZE

_____	Full page ad (8-1/2" tall x 5-1/2" wide)	\$1,000
_____	Half page ad (4-1/2" tall x 5-1/2" wide)	\$750
_____	Quarter page ad (2-1/8" tall x 5-1/2" wide)	\$500

PAYMENT

_____ I have enclosed check number: _____ in the amount of \$ _____
(please make all checks payable to **Longwood Symphony Orchestra**)

_____ Please charge my credit card:

Card Type (please circle one): Visa MasterCard American Express

Name on Card: _____

Card Number: _____

Expiration Date: _____ Amount to Charge: \$ _____

Authorizing Signature: _____

_____ Please invoice my company (invoices will be sent to contact person listed above)

COPY

(All submitted ads must be camera ready and of the dimensions listed above)

_____ I have sent an email attachment to jsc@longwoodsymphony.org in camera-ready PDF format with at least 150 dpi resolution.

_____ I will mail a CD containing a camera-ready PDF of my ad to the LSO

MORE INFO

_____ **YES!** I am interested in learning about other ways I can support the LSO and the Healing Art of Music Program.

Thank you for supporting Longwood Symphony Orchestra. Please don't hesitate to contact us with any questions at 617.667.1527 or jsc@longwoodsymphony.org.