



FOR IMMEDIATE RELEASE

**Richmond Symphony Announces
Capital Campaign Designed to Create
Long-Term Sustainability and Continued Artistic Excellence**

October 30, 2017 – Richmond, VA – The Board of the Richmond Symphony, Trustees of the Richmond Symphony Foundation and the Joint Board Campaign Leadership are pleased to announce a \$12 million capacity building endeavor. Campaign 20X20 is a capital fundraising campaign focusing on the long-term health of the Symphony through the building of its endowment to \$20 million, investment in special programmatic initiatives and identification of new planned gifts.

To date the Symphony is over 80% of the way to its \$12 million goal. The campaign is co-chaired by Jose Luis (Joe) Murillo (Richmond Symphony Foundation Trustee) and Elizabeth Cabell Jennings (Richmond Symphony Board Member).

“World class musicians, invaluable education programs, extensive community outreach, and 60 years at the heart of a vibrant arts community – these are the reasons I am proud to support the Richmond Symphony,” says Campaign Co-chair Joe Murillo. “We hope the Richmond community will join with us as we build for the next 60 years and beyond.”

“The performance of a great work of music is created by the orchestra working together as a whole, combining their unique talents to create an experience that is greater than the sum of the parts,” says Campaign Co-chair Elizabeth Cabell Jennings. “So it is for the renaissance of the Richmond Symphony as we celebrate our Sixtieth Anniversary; musicians, board members, supporters, and community leaders have joined together to achieve new artistic heights and exceptional community engagement, sharing the power and joy of music both within the concert hall and out in our neighborhoods.”

“Campaign 20x20 will help solidify the Symphony’s success for years to come,” says Executive Director David J.L. Fisk. “The campaign builds capacity around the main pillars of our work: Artistic Excellence, Education and Community Engagement. This strategic initiative is one of the best ways we thought to celebrate our 60th Anniversary – by fortifying the foundation upon which the Symphony’s future will be built.”

Gifts to the Campaign 20X20 qualify to match The Cabell Foundation’s \$500,000, one-to-one challenge grant. In order to secure the match, the Richmond Symphony must raise \$500,000 in new or increased support from the Richmond community by June 30, 2018.

Campaign 20x20 Priorities

Artistic Excellence	Community Engagement	Education
<p>\$3 million to elevate our orchestral performances and audience experiences to a world-class level</p>	<p>\$3 million to build our audiences on their terms through the creation of engaging programming and innovative place-making initiatives such as the Big Tent</p>	<p>\$1 million to provide stability to our vast educational programs and expand opportunities for young minds to develop artistically, socially and intellectually</p>
Programmatic Investment	Planned Giving	
<p>\$1 million to support the ambitious vision of our 60th anniversary season, help build artistic energy by investing in the orchestra itself, and reward our audiences with inspirational programming and high-profile guest artists</p>	<p>\$4+ million in new pledged estate commitments to honor the lasting legacy of those who invest in our work, ensure the Symphony’s long-term vitality, and provide the much needed resources for a vibrant and impactful future</p>	

The Richmond community is invited to join the Symphony in this effort. More information can be found on the Symphony's website at richmondsymphony.com or by contacting Pearl Bickersteth at 804.788.4717 x146 or pbickersteth@richmondsymphony.com.

About the Richmond Symphony

Kicking off its 60th Anniversary Season in September 2017, the Richmond Symphony is the largest performing arts organization in Central Virginia. The organization includes an orchestra of more than 70 professional musicians, the 150-voice Richmond Symphony Chorus and more than 260 students in the Richmond Symphony Youth Orchestra programs. Each season, more than 200,000 members of the community enjoy live concerts and radio broadcasts. The Symphony also provides educational outreach programs to over 55,000 students and teachers each year. The Symphony was recently named one of 21 American orchestras selected as a leader in orchestra innovation by the League of American Orchestras through its Futures Fund Initiative. The Richmond Symphony is partially funded by the Virginia Commission for the Arts and the National Endowment for the Arts. Visit www.richmondsymphony.com.

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