

## FOR IMMEDIATE RELEASE



### Contacts:

Stacey Ryan

Email: [StaceyVSA@gmail.com](mailto:StaceyVSA@gmail.com)

Phone: 970-250-2440

Tonya Maddox

Our Town Matters

Email: [tonya.maddox@ourtownmatters.net](mailto:tonya.maddox@ourtownmatters.net)

Phone: 970-765-0913

### **VSA Debuts 50<sup>th</sup> Season with Free “Pops in the Park” Concerts**

**MONTROSE, CO** – The Valley Symphony Association (VSA) begins its much-anticipated 50th season with free “Pops in the Park” concerts.

The regional all-volunteer performing arts organization’s “Jubilee” season kicks off with concerts in Cedaredge on Saturday, September 11<sup>th</sup> and in Montrose on Sunday September 12<sup>th</sup>. Both performances begin at 5:00 PM. The Cedaredge concert in Cedaredge Town Park includes a homemade pie and ice cream social fundraiser, and the Montrose event at Riverbottom Park will feature local food trucks.

“Everyone’s invited,” longtime board member Priscilla Fry said. She encourages those who’ve never attended a VSA concert to drop any preconceived notions, and “come see what we’re all about. You really only need to bring your love of music.”

The VSA provides two free pops shows annually to highlight the multifaceted influence of symphonic and choral music and to encourage season ticket sales. The “Pops in the Park” events are the only outdoor performances of the season and will feature both the orchestra and chorus. Music selections will highlight contemporary music styles, including Americana, movie music, rock ‘n’ roll, Broadway tunes, traditional marches, and light classical pieces familiar to all. With the 20<sup>th</sup> anniversary of September 11<sup>th</sup> being observed that weekend, attendees will also enjoy a few patriotic selections as well.

Along with selling more season tickets to a more diverse demographic, the group is looking to attract new sponsors and volunteers to support the organization, “to keep us in the music-making business,” Fry said.

“We are extremely grateful for all of our season partners including Our Town Matters for sponsoring the Pops in the Park events,” stated Hartland Clubb Jr., president of the VSA board.

“Having a regional all-volunteer arts organization such as the VSA is a rare and special thing for a community,” Clubb said. “Having support from the community by sponsoring, advertising, or purchasing season tickets is so important to the vitality of the organization.” Season tickets and individual concert tickets will be available for purchase at the Pops events.

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***About the Valley Symphony Association***

*Bringing classical music to life since 1970, the Valley Symphony Association has culturally enriched the community and its members by bringing together some of the best volunteer musicians from the North Fork and Uncompahgre Valleys to discover and present works of great composers, past and present. Performances range from classical orchestral to upbeat pops, from purely instrumental to purely choral, to a combination of both.*

*For information, upcoming concerts, the audition process, and tickets, visit the VSA on Facebook @valleysymphonyassociation or ValleySymphony.org. Tickets are also available in Delta at Clubb’s (502 Main St) and in Montrose at Our Town Matters Business Center (1245 E Main St). Other inquiries may be directed to 970-275-8676 or info@ValleySymphony.org.*