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NEW JERSEY SYMPHONY ORCHESTRA PARTICIPATES IN GIVING TUESDAY MOVEMENT



I give to the NJSO because ...

"It is introducing children in Newark to classical music in a way that I never had the opportunity to experience as a child."

—Carmen Corrales
Proud NJSO Supporter



SECOND ANNUAL GIVING TUESDAY IS DECEMBER 3

NEWARK, NJ (November 5, 2013)—The New Jersey Symphony Orchestra will participate in the second annual Giving Tuesday on December 3. Taking place the Tuesday after Thanksgiving to coincide with the kickoff of the holiday season, Giving Tuesday is a campaign to create a national, dedicated day of giving to follow the Black Friday and Cyber Monday holiday-shopping days.

Giving Tuesday harnesses the power of social media and a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season by celebrating and encouraging charitable gifts. The mission of Giving Tuesday is to inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they support and help create a better world.

NJSO board member Val Azzoli will sponsor a dollar-for-dollar match of all gifts received on Giving Tuesday, up to a cumulative \$10,000.

"At a time of the year when we are all caught up in shopping and consumption, it is important to think about giving," Azzoli says. "To kick off the holiday season with a day devoted to giving back and supporting the nonprofits and causes we value is a powerful way to remember the spirit of the season."

The NJSO invites those who wish to support the Orchestra through the Giving Tuesday effort to share their stories through social media. Supporters can complete the sentence "I give to the NJSO because ..." and share it via Twitter by tweeting @NJSymphony using the #GivingTuesday hashtag and via Facebook by posting on the Orchestra's page. The NJSO has created a downloadable Giving Tuesday sign; patrons can write their comments on the printout and take a photo with it. The Orchestra will post a slideshow sharing the images for the culmination of Giving Tuesday.

Each Tuesday leading up to December 3, the NJSO will share on Facebook and Twitter the story of an Orchestra patron committed to donating to the Orchestra as part of the Giving Tuesday movement.

“I give to the NJSO because it is introducing children in Newark to classical music in a way that I never had the opportunity to experience as a child,” supporter Carmen Corrales says.

“To paraphrase and refine the quote from the philosopher Nietzsche, I can’t imagine life without good classical music,” says Bill Rodda.

Ellen and Hans Oudmaijer say, “We give to the NJSO because it brings valuable enjoyment to all of us.”

More information about the NJSO’s Giving Tuesday campaign is available at www.njsymphony.org/givingtuesday. More information on the national Giving Tuesday movement is available at www.givingtuesday.org.

THE NEW JERSEY SYMPHONY ORCHESTRA

Named “a vital, artistically significant musical organization” by *The Wall Street Journal*, the New Jersey Symphony Orchestra embodies that vitality through its statewide presence and critically acclaimed performances, education partnerships and unparalleled access to music and the Orchestra’s superb musicians.

Under the bold leadership of Music Director Jacques Lacombe, the NJSO presents classical, pops and family programs, as well as outdoor summer concerts and special events. Embracing its legacy as a statewide orchestra, the NJSO is the resident orchestra of the New Jersey Performing Arts Center in Newark and regularly performs at the State Theatre in New Brunswick, Count Basie Theatre in Red Bank, Richardson Auditorium in Princeton, Mayo Performing Arts Center in Morristown and bergenPAC in Englewood. Partnerships with New Jersey arts organizations, universities and civic organizations remain a key element of the Orchestra’s statewide identity.

In addition to its lauded artistic programming, the NJSO presents a suite of education and community engagement programs that promote meaningful, lifelong engagement with live music. Programs include the three-ensemble Greater Newark Youth Orchestras, school-time Concerts for Young People performances and multiple initiatives that provide and promote in-school instrumental instruction. The NJSO’s Resources for Education and Community Harmony (REACH) chamber music program annually brings original programs—designed and performed by NJSO musicians—to a variety of settings, reaching as many as 17,000 people in nearly all of New Jersey’s 21 counties.

For more information about the NJSO, visit www.njsymphony.org or email information@njsymphony.org. Tickets are available for purchase by phone 1.800.ALLEGRO (255.3476) or on the Orchestra’s website.

The New Jersey Symphony Orchestra’s programs are made possible in part by the New Jersey State Council on the Arts, along with many other foundations, corporations and individual donors. United is the official airline of the NJSO.

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