



For Immediate Release
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Mainly Mozart
Announces Merger with San Diego Young Artists Symphony,
New Collaborative Relationship with The New Children's Museum
and
Bi-national Collaboration with The Orchestra of Centro de Artes Musicales, Tijuana

New Mainly Mozart Youth Orchestra Will Be the Official Orchestra-in-Residence
of The New Children's Museum

Faculty to feature renowned leading professional North American orchestra and chamber musicians

Exciting new performance opportunities, including Advanced Orchestra touring element

Addition of chamber music component

Special coaching for youths with learning challenges

San Diego, CA - Mainly Mozart Founding Partner and Executive Director **Nancy Latorno Bojanic** today announced an historic merger with the San Diego Young Artists Symphony (SDYAS) and two significant new collaborations, one with San Diego's The New Children's Museum, and one with Tijuana's Centro de Artes Musicales (CAM), beginning with the 2013-2014 season. Joining her in the announcement were representatives from all three distinguished organizations.

The union of Southern California's largest classical music festival and the 18 year old non-profit SDYAS creates new, unique opportunities for the 160 young artists selected through auditions to participate in the year-round music education and performance program, which will now be known as the Mainly Mozart Youth Orchestra.

Equally exciting are the collaborative relationships that Mainly Mozart has formed with San Diego's celebrated The New Children's Museum, and the respected four-year old Centro de Artes Musicales for this merger. The new Mainly Mozart Youth Orchestra will be the Museum's official Orchestra-in-Residence, and will present performances year-round, including a new Sunday afternoon concert series and ensemble performances throughout the Museum galleries. With Centro de Artes Musicales, Mainly Mozart will form a bi-national youth orchestra called Youth Orchestra of the Californias/Orquesta Juvenil de los Californias comprising members of the Mainly Mozart Youth Orchestra's Advanced Orchestra and advanced orchestra members of CAM that will provide unique music and learning experiences that cross language, cultural and economic barriers on both sides of the border. The Youth Orchestra of the Californias will offer a concert each spring, as well as appear at various public ceremonies, and bi-national celebrations and events.

In making the announcement, Ms. Bojanic said, "This is a transformative time for Mainly Mozart. For twenty-five years we have been inspired by the legacy of Mozart as prodigy, teacher and collaborator. We understand the profound impact of participatory music-making on people of all ages. In the Youth

Orchestra's Music Director **Hernan Constantino** we have a strong artistic leader, and in Associate Director **Jane Frey** a passionate advocate for new students - including those with learning challenges. SDYAS President **Dan Ratelle's** diplomacy and leadership will bring great value to Mainly Mozart's board and the current YAS board brings institutional knowledge and passionate engagement that will be a huge benefit to the new Mainly Mozart Youth Orchestra.

“Mainly Mozart's musicians are ecstatic about this new component and prepared to help take learning opportunities for our students to the next level. Our partnership with The New Children's Museum establishes a stable performance base and symbiotic partnership with this deservedly well-respected institution. We are proud of this ideal melding of organizational values.”

Dan Ratelle, current YAS president, spoke on the merger, “Most of us on the Board of the Young Artists Symphony are parents of current or former members, and so naturally we care deeply about the organization. We've thought a lot about its future, and we believe that the combination of the prestige and expertise of Mainly Mozart with the top-quality music faculty of Young Artists will create a strong team and provide wonderful opportunities for our young musicians to interact with players of the highest caliber.”

“This is an ideal creative partnership, with both organizations striving to stimulate imagination, creativity and critical thinking in the youth of today,” said **Julianne Markow**, executive director of The New Children's Museum. “We look forward to filling the Museum with live classical music and engaging kids and families from both sides of the border in the visual and performing arts.”

Ms. Bojanic continued, “Mainly Mozart is also proud of its 22-year unwavering commitment to the border region. Hernan Constantino and CAM Music Director **Eduardo Garcia Barrios**, serving as co-music directors of the Youth Orchestra of the Californias, will further enhance the learning experience, as will the exchange of teaching and coaching staff. This combined bi-national orchestra is unique in that it will truly reflect the variety of music in the region and underscore the importance of music as an international language that recognizes no border.”

San Diego Mayor **Bob Filner** expressed his pleasure with the new collaboration. “It is encouraging and exciting to see our two communities come together this way. Music is a universal unifier! I trust San Diego's relationship with Tijuana will become stronger through this effort and I look forward to enjoying beautiful concerts from the harmonious blending of young talent from both sides of the border.”

Remedios Gomez Arnau, Consul General of Mexico in San Diego, commented, “Mainly Mozart has taken a great step in expanding our cross border cultural connections by partnering with Centro de Artes Musicales to create the Youth Orchestra of the Californias. This association is a genuine bi-national effort, for it is based on the perception that our border region presents an excellent opportunity to work together, combine the best of our talents and enrich the lives of our communities.”

Andrew Erickson, Consul General for the US in Tijuana stated, “Groups like Mainly Mozart are vital to our border region. They build cross-border ties and strengthen our border communities. I've been particularly impressed by Mainly Mozart's commitment to going even further in this direction, and I support Mainly Mozart's visionary efforts to bring us all together. I look forward to continuing to work with Mainly Mozart to achieve a more unified border community through musical exchange and cooperation.”

“This agreement will establish the first Youth Orchestra of the Californias and further increase the strong cultural connections between Tijuana and San Diego”, said Mainly Mozart Board President **Jack McGrory**, who was instrumental in helping to establish the Orchestra of the Californias. “By combining the diversity of our two cities, we hope to provide the children of both cities with knowledge and understanding of our region's cultures.”

Alexandra Pearson, Mainly Mozart Board Chair, added, “All of this is happening as an outgrowth of four years of strategic planning. A capacity-building grant from the James Irvine Foundation helped us realize that our greatest strength is making connections among classical composers, music lovers and musicians of all ages, and we have refined all of our programs to emphasize those connections. What a joy it is to welcome these young musicians and their parents into our Mainly Mozart family.”

In addition to the Museum series, performance opportunities for the young musicians will expand to include touring for the Advanced Orchestra, as well as the opportunities offered for selected participants of the Youth Orchestra of the Californias. There will continue to be a high instructor-student ratio; coaching by and exposure to some of the foremost classical musicians in North America; a soon-to-be-established chamber music division coached by leading professional chamber musicians, and specially designed coaching for children with learning challenges. Providing an inspirational, fun and accessible learning experience for young artists ages 3 - 23 in an encouraging and positive environment, the Mainly Mozart Youth Orchestra will continue the teaching tradition begun at SDYAS. It remains the only youth orchestra in the San Diego area which trains the youngest of orchestral students in its proven Suzuki program. The Mainly Mozart Youth Orchestra will comprise five divisions: Suzuki Strings, Camarata String Ensemble, Intermediate Strings, Intermediate Orchestra, and Advanced Orchestra. Master classes led by Mainly Mozart Artist Faculty will take place throughout the year in both San Diego and Tijuana. The Youth Orchestra also offers need-based scholarships. (Performance details for 2013-2014 will be announced later this summer.)

MAINLY MOZART ARTIST FACULTY

Current SDYAS Music Director and Conductor **Hernan Constantino** and Associate Music Director and Staff Conductor **Jane Frey** will lead the newly named Mainly Mozart Youth Orchestra. Among the distinguished Mainly Mozart Festival Orchestra musicians joining the Faculty will be: **William Preucil**, Concertmaster, Cleveland Orchestra; **Juliana Athayde**, Concertmaster, Rochester Philharmonic; **Erik Behr**, Principal Oboe, Rochester Philharmonic; **Marie Berard**, Concertmaster, Canadian Opera; **Martin Chalifour**, Concertmaster, Los Angeles Philharmonic; **Whitney Crockett**, Principal Bassoon, Los Angeles Philharmonic; **Robert deMaine**, Principal Cello, Los Angeles Philharmonic; **Mark Holloway**, Viola, Chamber Music from Lincoln Center Two; **Nathan Hughes**, Principal Oboe, Metropolitan Opera; **Jun Iwasaki**, Concertmaster, Nashville Orchestra; **Anthony McGill**, Principal Clarinet, Metropolitan Opera; **Cynthia Phelps**, Principal Viola, New York Philharmonic, **James Ehnes**, violinist, **Anne-Marie McDermott**, pianist, and **David Shifrin**, clarinet, as well as others to be announced at a later date.

Music Director Hernan Constantino stated, “I am excited by the numerous opportunities this merger presents for the young musicians in the program. The exposure to and training by musicians of the caliber of the renowned artists from Mainly Mozart do not often happen until one reaches the conservatory level. The incredible additional performance opportunities offered through The New Children’s Museum residency, touring for the advanced orchestra and the opportunities with CAM will be invaluable as well as memorable experiences. I look forward to the coming season.”

Dr. Alfredo Alvarez Cardenas, President of the Board of Fundación de Artes Musicales which oversees the Centro de Artes Musicales (CAM) stated, “The possibility of integrating the Youth Orchestra of the Californias with selected young musicians from both California and Baja California is to transcend. Because it erases the border line as a territorial division, because it reminds us what we all know: that music dissolves division and inequality. It is a place where we meet, respect and harmonize.

“We will make every economical and logistical effort to establish and consolidate this exchange.”

“Just as the wind goes across the border freely and we breath the same air, so music is one for all our children, and we can breath together with it,” said Music Director Eduardo García Barrios. “The sound of music flows for all of us and truly makes us one.”

Mainly Mozart Youth Orchestra rehearsals will be held every Saturday from 9:00 AM to 2:00 PM and begin immediately after Labor Day through June 1, 2014. Performances will be announced following the

completion of the Audition Process for the new Mainly Mozart Youth Orchestra, to be held on Saturday, June 8, and Sunday, June 9, 2013 from 9:00 AM to 4:00 PM at Mesa College.

To learn more, please join Mainly Mozart Youth Orchestra on Saturday, May 10, or Saturday, May 24, 2013, from noon to 1:00 PM at Mesa College (7250 Mesa College Drive, San Diego). Please visit www.mainlymozart.org/mmyo for additional information.

Background and contact information on the four organizations follows below.

ABOUT SAN DIEGO YOUNG ARTISTS SYMPHONY

(SDYAS becomes the Mainly Mozart Youth Orchestra with the merger.)

The San Diego Young Artists Symphony was established February 1995 by the late maestro Louis Campiglia as a nonprofit organization with a mission to provide serious music students the opportunity to study, enjoy and perform challenging symphonic literature. Campiglia's professional leadership developed a musical environment that incorporated standards of excellence similar to a conservatory. Assisted by a volunteer Board of Trustees, Campiglia's vision for YAS continues today under the music direction of Maestro Hernan Constantino. The orchestra was honored by the City of El Cajon, a recipient of its 2004 – 2005 Magnolia Award for Best Performance Group of the Year. The orchestra and its training ensembles are a rich experience offering a solution to California's decline in music education. Applicants are accepted by audition. YAS is funded primarily by gifts from individuals, tuition; concert ticket sales; through gifts from individuals and corporations; the County of San Diego and Ron Roberts, the City of San Diego Commission for Arts and Culture; and by the San Diego Foundation. www.sdyas.org/

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. Serving San Diego for 30 years, the Museum began in 1983 as the Children's Museum/Museo de los Niños and reopened downtown in 2008. NCM brings families together in a rich educational environment that fosters creativity - blending elements of children's museums and art museums. NCM is a non-profit institution funded by admissions, memberships and community support. Learn more at www.thinkplaycreate.org.

ABOUT CENTRO DE ARTES MUSICALES

The Centro de Artes Musicales (CAM), has as an objective the academic formation of musicians and professional singers, as well as the production of diverse artistic spectacles of multidisciplinary character. Built in 2010, from the campaign of proxy undertaken by the Foundation of Musical Arts, CAM provides diverse pedagogical and artistic programs.

Located in the city of Tijuana, in the border between Mexico and United States, CAM makes the most of the advantages of this area, and of its musical traditions, to respond to the demands of an exacting and atypical public, offering spectacles of popular and classical music, as well as interdisciplinary events, that are aligned with the modernist character of this region of the country.

The center harbors an academy with a rigorous educational program that offers music lessons in 17 different kinds of instruments, providing more than 3,000 hours of education for children and youths with distinguished national and international teachers.

ABOUT MAINLY MOZART

A cultural icon celebrated for its imaginative and thoughtfully curated programming, artistic excellence, and distinguished history of acclaimed performances, San Diego's Mainly Mozart Festival is one of North America's music destinations, and the cornerstone to Mainly Mozart's year-round programming. Taking place through the diverse regions of the San Diego area and Tijuana, Mexico, in numerous eclectic venues, Mainly Mozart has carved out a niche for itself as an organization dedicated to creating memorable music experiences, offering a creative balance of contemporary music and masterworks performed by some of the world's most exciting classical and jazz artists of today.

Based in the idyllic climate of Southern California, and celebrating its 25th anniversary this 2013 season, Mainly Mozart continues to shape a remarkable legacy as an arts organization of importance. Mainly Mozart offers year-round programming in addition to its original summer festival (*Spotlight - Winter series*: January-April; The San Diego Mainly Mozart Festival: May-June (including the *Spotlight - Festival series* and the original orchestral concerts, as well as the new *Mozart & the Mind, Chamber Players*, and *Evolution series*); Club Amadeus: chamber music in private homes throughout the year; the new Mainly Mozart Youth Orchestra, offering year-round education opportunities and public performances in the San Diego area; year-round educational enrichment for over 20,000 school children; plus special programs designed to serve children and young adults with learning challenges, and unique social events - all in service to our mission: to enrich the lives of today's and tomorrow's passionate music lovers by connecting them to the genius of Mozart and the Masters, to world-class musicians and music-making, and to each other. www.mainlymozart.org/

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