



BUFFALO PHILHARMONIC ORCHESTRA

NEWS RELEASE

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BPO Receives National Award for Educational Programs

June 12, 2008 - The Buffalo Philharmonic Orchestra received the prestigious *Leonard Bernstein Award for Educational Programming* from The American Society of Composers, Authors and Publishers (ASCAP). This award was announced today at the League of American Orchestra's (LAO) 63rd Annual Conference in Denver, Colorado. The *Leonard Bernstein Award for Educational Programming* is given to the orchestra whose educational programs integrates the music of our time and is creative, relevant, and based on the best practices of music education.

For the past three years, the BPO's educational programs have been created and developed by Resident Conductor Robert Franz. Franz has greatly strengthened relationships with leaders and educators from several school districts in the Western New York area resulting in boosting the number of students annually attending BPO Youth Concerts from 14,000 in the 2005-2006 season to over 33,000 in the 2008-2009 season. In addition to the thousands of young people the BPO has performed for at Kleinhans Music Hall, the musicians have traveled to perform for students in Chautauqua, Cattaraugus, and Allegany counties as well as students in the Williamsville, Amherst and Lockport school districts.

Franz, who is also the Music Director Designate of the Boise Philharmonic, newly appointed Associate Conductor of the Houston Symphony, and Music Director of the Mansfield Symphony, has created a number of award winning arts education programs. Under his direction the Louisville Orchestra won the Leonard Bernstein Award for Education Programming in 2001 and created a 2.5 hour education program

for Kentucky Educational Television entitled, *Creating Music and Stories*. While in Winston-Salem he led the innovative *Bolton Project*, which studied the effects of integrating music into the school curriculum. In 2007, he received the Extraordinary Leadership Award as Music Director of the Mansfield Symphony.

Robert Franz stated “I am thrilled that the BPO’s education program is being honored with this prestigious award. Actively listening to classical music is such an important part of the education process. Music can help students understand the world around them, develop skills that are transferable in other areas and help them reach their fullest potential.”

Frances Richard, ASCAP Vice President and Director of Concert Music said, “2008 marks the 51st year that ASCAP has saluted those orchestras whose past season prominently featured music written since within the past twenty-five years. These are orchestras that enrich the repertory and keep our great concert music tradition relevant, vibrant and alive.”

Other orchestras that received ASCAP Adventurous Programming Awards include the American Composers Orchestra for Innovative Programming, the Minnesota Orchestra for Strongest Commitment to New American Music and the Empire State Youth Orchestra for American Programming on Foreign Tours.

Profiles

Buffalo Philharmonic Orchestra - The world-renowned Buffalo Philharmonic was founded in 1935. Since 1940, the Orchestra's permanent home has been Kleinhans Music Hall, a National Historic Site with an international reputation as one of the finest concert halls in the United States. It was designed by Eliel and Eero Saarinen with F.J. and W.A Kidd, architects. Over the decades, the BPO has matured in stature under the batons of some of the leading stars of the podium. William Steinberg, Josef Krips, Lukas Foss, Michael Tilson Thomas, Maximiano Valdez, Semyon Bychkov and Julius Rudel are among the luminaries who have served as music directors of the Buffalo Philharmonic. As Buffalo's cultural ambassador, the BPO has toured widely across the United States and Canada, including concerts at Lincoln Center, Kennedy Center, Boston's Symphony Hall, San Francisco's Davies Hall, Montreal's Place des Arts, and twenty-two appearances in Carnegie Hall. The Buffalo Philharmonic also made two national tours under famed Boston Pops conductor Arthur Fiedler, as well as a highly successful European tour under Semyon Bychkov. Currently, the Orchestra presents more than one hundred Classics, Pops and Youth Concerts each year in Western New York. During the tenure of current music director JoAnn Falletta, the Buffalo Philharmonic performed an acclaimed Carnegie Hall performance in 2005, made numerous recordings on the Naxos label that have received critical praise (The most recent BPO release is an all-Respighi CD including *Church Windows* and *Brazilian Impressions*). Falletta has led the orchestra in numerous concert broadcasts on NPR's *Performance Today* and *SymphonyCast* and by the European Broadcasting Union, as well as a nation-wide broadcast on PBS television. Falletta has also received honors for programming from the American Symphony Orchestra League and the ASCAP award for Adventurous Programming with the BPO.

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