



The Sudbury Symphony Orchestra Announces First Ever

“Get ‘Em While They’re Hot!” Sale

5 days only, August 26-30, 2013

Sudbury, ON August 26, 2013: The Sudbury Symphony Orchestra announced their first ever seat sale today, designed to offer music fans flexible and affordably priced ticket packages.

The “Get ‘Em While They’re Hot!” Sale is on for **5 days only**, beginning Monday, August 26, at 9am and ending Friday, August 30 at 5pm. During this time, SSO Adult and Senior concert tickets are priced at 20% off for patrons who purchase a minimum of three-concert tickets of their choice.

The “Get ‘Em While They’re Hot!” sale is **available online**. Patrons can **mix and match** regular subscription-series concerts from September to April and must purchase a minimum of three tickets in one transaction at www.sudburysymphony.com.

This initiative is based on a successful model used by leading North American orchestras to find a profitable solution to the lull between the end of the subscription campaign period and the beginning of ticket sales.

Audience development studies have shown that the two major barriers to non-renewing or potential subscribers were time and cost. This flexible, three-ticket package is designed to capture the attention of those who desire control over their busy schedules and are less inclined to commit to the SSO’s regular 6-concert series some 12 months in advance. The three-ticket buyer makes less of an initial commitment, as these tickets can be purchased for one, two or three concerts, with the patron having the **flexibility to upgrade to full subscriber status at any time**.

The SSO’s seat sale is an excellent opportunity for music lovers to hear rising Canadian stars like violinist **Nicole Li** and pianist **Sheng Cai**, JUNO-nominated **Sultans of String** and renowned maestros like **Brian Jackson**. Seats will be allocated on a “best available” basis while quantities last.

THE SUDBURY SYMPHONY ORCHESTRA
Announces their first ever “Get ‘Em While They’re Hot!” Sale
5 Days Only- August 26-30, 2013

Purchase three tickets and receive 20% off

Tickets available online at www.sudburysymphony.com or by phoning 705.673.1280

Subject to availability. Not valid with any other offer.

About the Sudbury Symphony Orchestra:

Performing a 6 concert season annually, the Sudbury Symphony Orchestra is recognized as one of Sudbury’s leading performing arts institutions and a leader in orchestral music in Northern Ontario.

Founded in 1953, the Sudbury Symphony Orchestra’s mission is to increase the awareness and appreciation of music in the Sudbury Region and surrounding area by providing the opportunity for the

public to attend a stimulating program of concerts and by encouraging artistic excellence, commitment and education.

The Season Presenting Sponsor is Petryna Advertising. The Amped Up! Program is presented by Vale. The SSO is grateful for the support of its government funding partners: The Ontario Arts Council and the City of Greater Sudbury.

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Media Contact for the Symphony and to schedule interviews:

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