

For Immediate Release

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ETSO Receives Major Gift from AT&T

The East Texas Symphony Orchestra has received a grant of \$10,000 from AT&T to develop distance learning programs to enhance music education in area schools and extend the orchestra's outreach beyond the concert hall.

Research shows that learning in the arts may be uniquely able to advance learning success in other areas. The single most critical factor in sustaining arts education in schools is the active involvement of influential segments of the community in shaping and implementing the policies and programs. The East Texas Symphony Orchestra, driven by the mission: To engage, embrace, and excite the East Texas community through inspiring musical performance is dedicated to influencing growth and learning through connecting audiences through live performance. To meet current economic challenges, our partnering with AT&T is essential to accomplish our goal to reach students first through a distance learning which will offer substantive music education while responding to the financial needs of our constituents.

"As school districts manage major budget cuts, concert performances and field trips are among the first to be eliminated. By connecting schools electronically, we can endeavor to integrate curriculum, to meet the essential elements required by the state of Texas for music and the arts, and to provide quality curriculum for teachers to introduce, present and evaluate, on campuses, yet connect to the live art form," states ETSO Executive Director Nancy Wrenn.

"At AT&T we know the importance of the fine arts for their role in enriching the local communities they serve and we are thrilled to be able to provide the East Texas Symphony Orchestra with this grant of \$10,000. As a committed supporter of the arts and through its philanthropic initiatives and partnerships, AT&T supports projects like this one, which create learning opportunities; promote academic and economic achievement; and address community needs. We invest in the people and communities in which we live, work and operate everyday. We hope this grant will open even more doors and opportunities for the youth of East Texas to continue to enjoy Symphony educational opportunities and performances now and in the years to come," says Candice Gast, Director of External Affairs for Northeast Texas, AT&T

"Corporate investment in community arts initiatives enhances communities, broadening public access to arts experiences; we appreciate AT&T's unique continuing support both through orchestral programming and in helping strengthen our downtown Business, Arts, and Culture District," says Mayor Barbara Bass

The East Texas Symphony Orchestra is celebrating the 75th Anniversary of its first performance in March 1936. The orchestra performs its subscription concerts at the UT Tyler Cowan Center. In addition, the East Texas Symphony Orchestra Association presents additional programs other Tyler venues including Liberty Hall in Downtown Tyler.

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