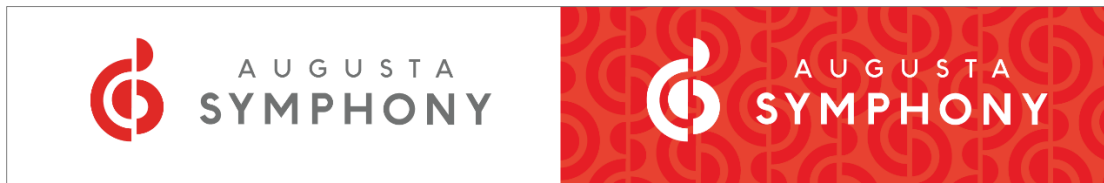


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NEWS RELEASE

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SYMPHONY REVEALS NEW BRAND

Augusta, GA—It began as the Augusta Civic Orchestra in 1954 under the leadership of Harry Jacobs, evolved to the Augusta Symphony soon thereafter, and was renamed Symphony Orchestra Augusta in 2009. Today, the organization that has shared symphonic performances for 63 seasons announced a return to “Augusta Symphony”, complete with a new logo and branding.



Executive Director Anne Catherine Murray announced the rebrand today in the arcade of the Symphony’s new home, the Miller Theater. “For some time now, our leadership and many patrons and musicians have been pressing for an official return to a name that most folks use anyway,” said Murray. “The timing is right, as we ride the wave of excitement that the Miller has stirred in our community and as we announce our programming for next season.” Staff members donning t-shirts in the new vibrant red signature color for Augusta Symphony handed out decals with the new logo to press conference attendees.

Music Director Dirk Meyer, who was chosen to lead the orchestra in May of 2017, followed Murray with an introduction to the 2018-2019 season. He shared: “Our new season is just as our new brand: fresh, exciting, and inviting. No matter if you are a connoisseur of orchestral music or if you have never been to a performance, I am convinced that people will enjoy the passion and virtuosity that is the Augusta Symphony. This season truly offers something for everyone!” Season tickets go on sale to subscribers this week and to new patrons on March 25.

The Symphony worked with Wier Stewart, who also rebranded the Miller Theater this fall, to develop a look that gave a nod to the organization’s history and the four parts of the orchestra and which complemented the Miller’s brand and colors. The new logo is evocative of a string instrument’s scroll, a treble clef, and some elements of the theater as well.

To view Augusta Symphony’s new brand and 2018-2019 season program, visit www.augustasympphony.com.

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The Augusta Symphony Inc is a 501(c)(3) non-profit entity and is supported in part by an award from the Georgia Council for the Arts through the appropriations of the Georgia General Assembly. The Georgia Council is a Partner Agency of the National Endowment for the Arts, which believes that a great nation deserves great art. The Augusta Symphony is also supported in part by the Columbia County Community and Leisure Services and by the Greater Augusta Arts Council through appropriations from Augusta-Richmond County.



*Our mission is to share the joy of great musical performance with our audience.
Together, we are music.*