

**December 6, 2011**

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**San Diego Symphony's 'Maestro Challenge' matches dollar-for-dollar**  
*Fundraising drive adds muscle to appeal as year-end deadline approaches*

With fundraising an essential component of any arts organization's operation, the San Diego Symphony has added an enticing element to its Maestro Challenge fundraising campaign for those wishing to lend their support to the orchestra. A generous donor has come forward and agreed to match dollar-for-dollar up to \$300,000 any cash donation made to the San Diego Symphony by December 31, 2011. In other words, a \$10 donation becomes \$20; a \$1,000 donation becomes \$2,000; and the top donation of \$300,000 doubles to \$600,000.

*Your gift makes a big difference*

While ticket prices cover only about \$0.38 on the dollar for most arts organizations, it is essential that the Symphony appeal to both the individual and corporate supporters to make up the balance of \$0.62. This financial mix allows the Symphony to keep ticket prices affordable while at the same time bringing exciting guest artists to the Copley Symphony Hall stage.

During its milestone centennial year last season, San Diego Symphony welcomed world-renowned artists including Lang Lang, Yo-Yo Ma and Sir James Galway. This season, the financial need is equally as great as the Symphony looks to maintain the momentum and excitement it created during the 100th anniversary celebration. This season the Symphony features acclaimed musicians such as violinist and conductor Pinchas Zukerman and pianists Louis Lortie and Horacia Gutiérrez. And in February, the incomparable violinist Itzhak Perlman performs a recital at Copley Symphony Hall.

“With the passionate dedication and generosity of our Maestro Challenge donors, the San Diego Symphony can continue its mission of serving the community through innovative programming featuring world-class guest artists, educating our younger generation and continuing to be a leader in this vibrant artistic and cultural region of the country," states San Diego Symphony's music director Jahja Ling.

***Support the Symphony's education and outreach***

In addition to presenting the great classical and pop artists including its principal pops conductor, Marvin Hamlisch, the Symphony has another important mission: *to educate students throughout San Diego County* particularly in these times when music education is being eliminated from the curriculum. Currently, the San Diego Symphony serves up to 53,000 students annually through such programs as The Berton Family Young People's Concerts, the Linda and Shearn Platt Kinder Konzerts and the Symphony's Family Festival Series.

***Make your donation by December 31, 2011***

Once again, an anonymous donor has agreed to double all donations up to \$300,000 received by December 31, 2011. To make your donation or for more information about San Diego Symphony's Maestro Challenge, please contact:

- 1.) Daniel Baker at 619.615.3908 or [dbaker@sandiegosymphony.org](mailto:dbaker@sandiegosymphony.org).
- 2.) Or make your donation via the San Diego Symphony's website at:  
[www.sandiegosymphony.com](http://www.sandiegosymphony.com)

San Diego Symphony has recently received the highest available, four-star rating from Charity Navigator ([www.charitynavigator.org](http://www.charitynavigator.org)), which rates nonprofits throughout the country thereby shining a light on truly effective organizations.

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