

## **“Calling all new audiences!”**

### **Seven days of savings with the Sydney Symphony’s Web Sale**

***Midday Friday 3 December - Midday Friday 10 December***

If you’d like to see some of the biggest classical music stars in concert next year, including flautist Emmanuel Pahud, pianist Stephen Hough and conductor Edo De Waart, but can’t quite choose between them, then you’re in luck! For seven days in December, the Sydney Symphony is offering spectacular savings if you purchase three 2011 season concerts online.

The sale is based on a similar concept which is used successfully by the New York Philharmonic and engages the general public with a low entry price point, and small number of concerts, for a limited period.

In what is seen as ‘no frills concert-going’, the Sydney Symphony’s Seven Day Web Sale will begin at midday on Friday 3 December and will allow customers to purchase at minimum any three 2011 season concerts for \$49 each (C-RES). This amounts to a saving of 24% off the average single ticket price of \$65.

According to the Sydney Symphony’s Director of Sales and Marketing, Mark Elliott, the Seven Day Web Sale is an opportunity to engage new audiences. “If you’re time poor and have a limited budget, if the regular price of tickets has been a barrier, or if you are exploring classical music but don’t want to risk a lot of time and money to start with, then here’s your big chance to enjoy at least three concerts from the 2011 season. Or the perfect gift for someone special who you would like to introduce to the thrills of live orchestral music.”

In 2011, the Sydney Symphony will perform with more than 60 of the world’s top artists. Conductors including Osmo Vänskä, Mark Wigglesworth and Pinchas Steinberg will be joined on stage by acclaimed soloists such as husband-and-wife pianists Pascal and Ami Rogé (in duet), violinist Frank Peter Zimmermann and cellist Alban Gerhardt. This web sale brings premium musical experiences to new audiences at a very low price and time commitment.

Sydney Symphony subscribers will have access to a special pre-sale period from Monday 29 November to Friday 3 December. General Public sale period begins at Midday Friday 3 December and ends Midday Friday 10 December. Pick any three 2011 season concerts from \$49 each + \$6 booking fee = \$153 (C RESERVE seating) or from \$89 each + \$6 booking fee = \$276 (A RESERVE seating).

Sydney Symphony single tickets go on sale to the general public on Monday 13 December.

For more information visit [www.sydneyphilharmonic.com/websale](http://www.sydneyphilharmonic.com/websale)

**MEDIA ENQUIRIES:**

**Katherine Stevenson**

**Publicist**

02 8215 4653/0488 400 102 /[katherine.stevenson@sydneyphilharmonic.com](mailto:katherine.stevenson@sydneyphilharmonic.com)

MEDIA RELEASE