

The Santa Fe Chamber Music Festival Announces *The Power of Music* Endowment Campaign

(Santa Fe, NM) – The world-renowned Santa Fe Chamber Music Festival is embarking on the final phase of its \$7 million *The Power of Music* Endowment Campaign. As the Festival moves into the future, the Endowment will provide the Festival with the funds to maintain steady growth and the ability to respond to the changing needs of its audience base and the community it serves. The Festival needs to raise an additional \$500,000 to reach its \$7 million goal, having already raised \$6.5 million.

As one of the leading chamber music festivals in the country, the Santa Fe Chamber Music Festival is a magnet for tourism, and it's established its place as a source of state and regional pride and as a regional asset in the community. Contributions to the Endowment will provide consistent income for specific areas of the organization, for continuing operations, and for special artistic projects and educational programs that would not be feasible otherwise. Two specific initiatives include:

The Quarrier B. Cook Artistic Initiative Fund: In building an Artistic Initiative Fund, the Festival will be able to expand its artistic excellence in different directions and incorporate into its repertoire pieces of music that are larger than traditional chamber music works but smaller than symphonic works. Such pieces are seldom performed at the Festival, which adds to their appeal. The larger works would increase the size of the Festival's audience, bringing in concertgoers who prefer performances by larger ensembles. Moving in this direction will enhance the Festival's current offerings while growing its audience base and enhancing its local and national presence.

Community Partnerships & Education Programs: The Festival believes that music is a powerful influence on a child's early education. Through involvement in and exposure to music, children not only learn to appreciate music as an art form but also gain invaluable life lessons. The Festival currently partners with Santa Fe Public Schools and elementary schools in Pecos and at Santa Clara Pueblo. Building strategic partnerships and providing music education to children in New Mexico are cornerstones of the Festival's mission and represent some of our core values. The overarching goal of the Festival's Education Program is to provide children and adults throughout the Santa Fe community and New Mexico access to Festival programs as well as the opportunity to increase their appreciation for and understanding and enjoyment of chamber music. To achieve this goal, the Festival will use Endowment support to:

- Create a full-time education director position
- Increase the number of partner schools for its education programs
- Enhance and grow its pre-K music education program
- Digitize lesson plans, teaching materials, and methodologies for teaching so that the Festival has a comprehensive fundamental music education program for pre-K and grades K–6
- Develop a fundamental music education program for 7th grade and beyond
- Promote access to chamber music to underserved segments of the community
- Encourage long-term and frequent concert attendance by adults and young people
- Create new opportunities for young professional artists

To learn more about the Santa Fe Chamber Music Festival Endowment, go to SantaFeChamberMusic.com/festival-campaign-endowment or call Cece Derringer, Director of Development 505-983-2075, ext. 108.