



August 10, 2011

Dear Friend:

We invite you to show your support of the arts to our growing and loyal audience of more than 1,000 during our *75<sup>th</sup> Anniversary Concert Season*. By placing your advertisement in our two 2011-12 Anniversary Season Classical Concert programs you tell our audiences that you value the great cultural traditions of the Boston area.

**No doubt you receive many letters like this...with one key exception: *How many organizations can say they have enriched the musical life of the MetroWest community for 75 years?*** We know that outstanding music and arts programs are important in attracting new residents, businesses and customers to the community, and that benefits all of us. So I urge you to join us in celebrating our historic season!

For the 26<sup>th</sup> year talented John Finney will conduct the Chorale. In addition to his outstanding career with the Heritage Chorale, he serves as Chorusmaster and Associate Conductor of the Handel & Haydn Society, Director of the University Chorale at Boston College and conductor of the Boston College Symphony Orchestra. And the Chorale's long musical history is a credit to our celebrated conductors of the past as well: Edward F. Gilday, who later conducted the Handel & Haydn Society; Allan Lannom, conductor of the Masterworks Chorale for over 50 years; and John Oliver, founder and conductor of the Tanglewood Festival Chorus.

We believe our concerts this season will again draw large audiences. We are pleased to present...

- **On Sunday afternoon, November 13, 2011:** Mendelssohn's Symphony #2, the "**Lobgesang**" (Hymn of Praise.) This is a glorious choral/orchestral work as thrilling and satisfying as Mendelssohn's "Elijah." The chorale will perform with full symphonic orchestra accompaniment, collaborating with the Boston College Symphony Orchestra.
- **On Saturday evening, May 5, 2012:** Carl Orff's "**Carmina Burana**." This is a perennially popular work composed in 1935 and 1936. Based on 24 of the poems found in the medieval collection *Carmina Burana*, this piece represents one of the few "box office certainties" in 20th-century music, according to one reviewer.

I hope you will use this opportunity to reach our select audience with your advertisement.

Sincerely,

Robert H. Diefenbacher  
Co-Chair, Friends & Supporters Campaign

***PS: 75<sup>th</sup> Anniversaries are rare! Please join us in celebrating ours with your generous support. The advertising rate includes both programs. Please return the enclosed advertising commitment today!***