

New Century Chamber Orchestra

NADJA SALERNO-SONNENBERG, MUSIC DIRECTOR

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NEW CENTURY CHAMBER ORCHESTRA REPORTS RECORD SUBSCRIPTION AND TICKET SALES Contributed Income Remains Steady

SAN FRANCISCO, CA (December 1, 2008) - Music Director **Nadja Salerno-Sonnenberg** and the **New Century Chamber Orchestra** (NCCO), celebrating their new musical partnership with a dynamic season, report tremendous growth in ticket sales and new donors for the 2008-09 season. Ms. Salerno-Sonnenberg has just begun her work with the orchestra, yet the effects are already being felt.

Increases Over 07-08	Patrons	Dollar Income
2008-09 Subscriptions	25%	38%
September 2008 Tickets	25%	36%
Contributions	40%	5%

“Nadja’s had an electrifying effect,” says Executive Director Parker Monroe. “The orchestra, staff and board are all extremely happy to be working with her, and everyone is enthusiastic and eager to see this partnership succeed.”

Ms. Salerno-Sonnenberg’s New York-based management attended the September concert at the Herbst Theatre, which featured music of Brazilian and Argentine composers, including Clarice Assad, the 2008 Featured Composer. The successful visit resulted in Opus 3 Artists agreeing to represent the New Century Chamber Orchestra in future seasons.

About The New Century Chamber Orchestra

The New Century Chamber Orchestra, founded in 1992, looks for fresh, exciting ways to present classical music in the San Francisco Bay Area by combining performances of extraordinary quality with innovative programming. World-renowned violin soloist, chamber musician and recording artist Nadja Salerno-Sonnenberg joined the 17-member string ensemble as Music Director and Concertmaster in January 2008. The NCCO, comprised of local musicians as well as those who travel from across the U.S. and Europe to perform in the Bay Area together, performs without a conductor. Musical decisions are made collaboratively, resulting in an enhanced level of commitment on the part of the musicians to concerts of remarkable precision, passion and power.

As part of its dedication to the future of music and to the community, the NCCO provides violin lessons to underserved students in Marin City and San Rafael's Canal District. String quartets of NCCO members give intimate classroom performances in Bay Area elementary schools.

The orchestra has released four compact discs. *Written With The Heart's Blood*, a recording of Shostakovich works, was nominated for a Grammy Award in 1997. The orchestra has also recorded the music of 20th century Swiss composer Frank Martin, Argentine composers Alberto Williams and Alberto Ginastera, and NCCO violist Kurt Rohde. For more information, please visit www.ncco.org.

Nadja Salerno-Sonnenberg, Music Director

An internationally-acclaimed soloist and chamber musician for more than 25 years, violinist **Nadja Salerno-Sonnenberg** was named Music Director and Concertmaster of the New Century Chamber Orchestra in January 2008. Nadja debuted with the orchestra in September 2007 with a program of Bach, Mendelssohn, Tchaikovsky and Kreisler. The violinist's natural leadership, together with the ensemble's artistic excellence, made for an evening to remember, thus opening the door for future collaboration.

In addition to her role with the New Century Chamber Orchestra, Ms. Salerno-Sonnenberg also performs as soloist this season with the Philadelphia Orchestra, Atlanta Symphony, Cincinnati Symphony, Saint Louis Symphony, Memphis Symphony, and San Diego Symphony. She will tour with Orpheus Chamber Orchestra, perform recitals with pianist Anne-Marie McDermott and collaborate with guitarists Sérgio and Odair Assad. In February 2009, she will perform two concerts in Japan, at Tokyo Opera City and Muza Kawasaki. For more information, please visit <http://www.nadjasalernosonnenberg.com/> or <http://www.nssmusic.com/>.

Ms. Salerno-Sonnenberg's inaugural season's marketing and public relations is made possible in part by a generous grant from the William and Flora Hewlett Foundation.