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**For Immediate Release**

**Pittsburgh Symphony Orchestra's Pittsburgh 250 Ambassador Tour Uses  
Music to Speak to the Best the Pittsburgh Region Has to Offer**  
*Tour Collaborators Aim to Increase International Interest in the Region*

(Pittsburgh, PA – January 16, 2008) It's a new year for the Pittsburgh region—a 250<sup>th</sup> anniversary year—and the Pittsburgh Symphony Orchestra (PSO) and the Pittsburgh Regional Alliance (PRA), an affiliate of the Allegheny Conference on Community Development, will be playing, literally, to the Pittsburgh region's assets when the PSO embarks on its Pittsburgh 250 Ambassador Tour to Europe, January 21 – February 5. Through music, the PSO will create impressions—for international business decision makers and potential visitors alike—about Pittsburgh as a destination of choice for business expansion, relocation and tourism.

Led by conductors Rafael Frübeck de Burgos and Marek Janowski, the PSO will give concerts in 13 cities (*Editor's note: see attached tour schedule*) in six countries, including Austria, Croatia, Germany, Hungary, The Netherlands and Spain. As the PSO, one of the region's most impressive artistic assets, speaks to European audiences with the universal language of music, representatives from the PRA, along with Allegheny County Chief Executive Dan Onorato and Pittsburgh Mayor Luke Ravenstahl will join the tour at select stops to stimulate interest in Pittsburgh as a modern region, rich in culture and history—a location where European businesses, as well as visitors, will find a high quality of life, low cost of living and world-class culture, innovation, technology and numerous global connections already in place.

The scope of the Pittsburgh region's benefits will be communicated through business roundtables and other strategic meetings with business decision makers, organized by the PRA, and in close proximity to PSO performances in Germany, The Netherlands and Spain. The roundtables and other meetings will focus on the Pittsburgh region as a hub for companies with interests in defense and security, robotics, information technology, renewable energy, green building technology financial services, life sciences and advanced materials.

In addition, the platform of the region's 250<sup>th</sup> anniversary provides an opportunity to communicate about Pittsburgh's many cultural and recreational amenities, including top-rate cycling on the soon-to-be-completed Great Allegheny Passage, that are relevant to Europeans.

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## **PSO Pittsburgh 250 Ambassador Tour/Page 2**

“The Pittsburgh 250 Ambassador Tour is such an exciting opportunity for the Pittsburgh Symphony Orchestra. We are proud of our orchestra, and of the consistent excellent reviews it receives from European press and audiences, but we are also proud to be performing with the additional purpose of promoting the Pittsburgh region, its quality of life and its global business opportunities,” said Lawrence J. Tamburri, President of the PSO. “We look forward to these concerts and to representing our great city overseas.”

Dick Simmons, Chairman of the PSO Board of Trustees, commented, “What makes a region attractive to others is its ability to join forces with all its assets for the common good of all. This tour represents just that – the ability of the cultural arts and business world to join forces with the hope of attracting new economic life to our region. That is what it is all about.”

“The PSO plays a very special role in acting as an ambassador for our city through its tours and performances, particularly those abroad. When international music lovers hear our world-class PSO, they get an immediate sense of Pittsburgh as a world-class city. An active and vibrant arts community is what people expect from a globally competitive city that is also America’s Most Livable City. Our vibrant arts community helps us to attract and retain residents and business opportunities and investments that ultimately strengthen the city and the Pittsburgh region,” said City of Pittsburgh Mayor Luke Ravenstahl.

“The Pittsburgh region is a competitive and desirable destination for domestic and international businesses. During our region’s 250<sup>th</sup> anniversary year, making the world even more aware of the possibilities that exist in Pittsburgh is a top priority,” said Allegheny County Chief Executive Dan Onorato. “The PRA’s business mission will build relationships abroad and help international entrepreneurs to visualize the success they can have here. The Pittsburgh region already has a strong footprint for international business success and ample room—and desire—to grow regional ties with the global business community.”

“The PSO has a very strong reputation internationally, and as such, is an invaluable marketing tool for our region,” said Michael Langley, CEO of the Allegheny Conference on Community Development and its affiliates. “The PRA and our business leadership are proud to partner with the PSO on its Pittsburgh 250 Ambassador Tour to tell the region’s story, first hand—illustrated by the PSO’s music—and to build relationships abroad that create successes for companies who invest in Pittsburgh.

“Pittsburgh already has a prominent international presence, and we are ready to increase that presence. Currently, 324 international companies have a business home in our region. During our business development mission, associated with the PSO tour, we’ll be conducting more than 100 business-to-business meetings, all focused on the value of Pittsburgh,” said Langley.

**The Allegheny Conference on Community Development and Affiliates** – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Southwestern Pennsylvania and the Pittsburgh Regional Alliance – work in collaboration with public and private sector partners to stimulate economic growth and improve the quality of life in southwestern Pennsylvania.

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### **PSO Pittsburgh 250 Ambassador Tour/Page 3**

**The Pittsburgh Regional Alliance**, an affiliate of the Allegheny Conference on Community Development, markets the benefits of conducting business in southwestern Pennsylvania to companies all over the world that are growing, relocating or expanding.

The **Pittsburgh Symphony Orchestra** has been a vital part of the City of Pittsburgh's heritage for more than 100 years. With its noble history of the finest conductors and musicians and its strong commitment to artistic quality and excellence, audiences around the world have claimed the PSO as their orchestra of choice. In September 2008, the PSO welcomes its ninth Music Director Manfred Honeck. Beginning in the early 1900s with frequent performances in Canada, the PSO confirmed its ranking as a world-class orchestra, earning critical acclaim for each tour abroad. Its 30 international tours include 15 European tours, seven trips to the Far East and two to South America. In January 2004, the PSO became the first American orchestra to perform for Pope John Paul II at the Vatican, as part of the Pontiff's Silver Jubilee celebration.

### **The Pittsburgh 250 European Ambassador Tour**

#### **Monday, January 21 – Pamplona, Spain**

Rafael Frühbeck de Burgos, conductor  
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#### **Tuesday, January 22 – Vitoria-Gaztiaz, Spain**

Rafael Frühbeck de Burgos  
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#### **Wednesday, January 23 – Castellon, Spain**

Rafael Frühbeck de Burgos  
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#### **Thursday, January 24 – Barcelona, Spain**

Rafael Frühbeck de Burgos  
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#### **Friday, January 25 – El Escorial, Spain**

Rafael Frühbeck de Burgos, conductor  
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#### **Sunday, January 27 – Valencia, Spain**

Rafael Frühbeck de Burgos, conductor  
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#### **Tuesday, January 29 – Amsterdam, Netherlands**

Marek Janowski, conductor  
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#### **Wednesday, January 30 – Cologne, Germany**

Marek Janowski, conductor  
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#### **Thursday, January 31 – Wuppertal, Germany**

Marek Janowski, conductor  
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#### **Friday, February 1 – Hanover, Germany**

Marek Janowski, conductor  
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#### **Sunday, February 3 – Vienna, Austria**

Marek Janowski, conductor

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**Monday, February 4 – Budapest, Hungary**

Marek Janowski, conductor

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**Tuesday, February 5 – Zagreb, Croatia**

Marek Janowski, conductor

### **ADDITIONAL TOUR DETAILS**

Rafael Frühbeck de Burgos will kick off the Pittsburgh 250 Ambassador Tour on January 21 in Pamplona, Spain. Other stops in Frühbeck's native country include Vitoria-Gazteiz, Castellon, Barcelona, Valencia and San Lorenzo de El Escorial. These six concerts feature music from Wagner's *Tristan und Isolde* and *Die Meistersinger*. Each concert concludes with Beethoven's 5<sup>th</sup> Symphony.

From Spain, the Orchestra will travel to the Concertgebouw in Amsterdam, The Netherlands. With the new country comes a new conductor and program. The PSO's Endowed Guest Conductor Chair Marek Janowski will lead the Orchestra in programs featuring Brahms and Beethoven.

The Pittsburgh Symphony will then travel to Germany, a country rich in PSO history. The first stop is Cologne, birthplace of the PSO's beloved former Music Director William Steinberg. Janowski then will make his conducting debut at the 105-year-old Stadthalle in Wuppertal, the town where he grew up. Janowski will finish the Orchestra's stay in Germany with a concert in Hanover.

Vienna, Austria is next with a performance at the Konzerthaus. Budapest, Hungary follows with the Pittsburgh 250 Ambassador Tour concluding in Pittsburgh's sister city, Zagreb, Croatia.

Maestro Janowski will bring two programs on tour. The first includes Leonidas Kavakos on violin performing Johannes Brahms Violin Concerto in D Major, or pianist Nikolai Lugansky will also accompany the Orchestra performing Beethoven's Piano Concerto No. 4. The program will finish with Brahms' Symphony No. 4. Janowski's second program will feature Brahms' Symphonies No. 3 and 4.

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