

FOR IMMEDIATE RELEASE

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**NEW YORK PHILHARMONIC TO INTRODUCE “MOBILE GIVING”
AT 2009 CONCERTS IN THE PARKS, PRESENTED BY DIDI AND OSCAR
SCHAFFER, CONDUCTED BY ALAN GILBERT, JULY 14-17, 2009**

**Audience Members Can Support the Philharmonic and Concerts in the Parks
Through \$5 Donations Made by Text Message**

**“Vote for Your Encore” Returns to the 2009 Concerts in the Parks;
Second Annual New York Philharmonic Concerts in the Parks Photo Contest
Begins in Central Park on July 14**

This summer, for the first time, those attending the free 2009 New York Philharmonic Concerts in the Parks, Presented by Didi and Oscar Schaffer, Sponsored by Target and MetLife Foundation, can send a text message to support the Philharmonic and its free concerts in the parks. The Philharmonic is the first U.S. orchestra to fund-raise using text messaging, in an effort to find creative ways to encourage giving in the current economic climate. A \$5 donation can be made by text, and the amount will appear on the donor’s mobile service bill. Audience members are invited to send a message up to five times for a total donation of \$25 per monthly billing cycle (see complete instructions below). In addition, fans of the Philharmonic can get a Mobile Giving Widget at nyphil.org/give, which can be added to personal websites or social networking pages.

Mobile Giving is just one of several ways audience members will be able to use their cell phones, digital cameras, and computers to participate in the free outdoor concerts this summer. Back by popular demand, attendees of the parks concerts can **vote for the evening’s encore** via text message from their mobile phones, selecting from two choices that will be announced in each park. In addition, audience members are invited to submit their favorite photos from the parks concerts to the second annual **New York Philharmonic Concerts in the Parks Photo Contest**; winners will again receive free concert tickets. Lastly, audience members can receive up-to-the-minute information about the outdoor concerts, including weather status updates, through the New York Philharmonic’s **Twitter** feed at twitter.com/nyphil.

The 2009 New York Philharmonic’s Concerts in the Parks — all of which will be conducted by Alan Gilbert, the Orchestra’s Music Director Designate — will take place
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July 14 in Central Park, Manhattan; July 15 in Prospect Park, Brooklyn; July 16 in Van Cortlandt Park, The Bronx; and July 17 in Central Park. [There are additional Free Indoor Concerts on July 18 in Staten Island and July 20 in Queens; for information visit nyphil.org/summer.]

“The Concerts in the Parks are all about the Philharmonic’s connecting with as many New Yorkers as possible,” said Alan Gilbert, who will become the Orchestra’s Music Director in September 2009. “I am pleased that the audience can participate even more than they can in the concert hall, thanks to today’s technology. I especially like that we’ve made it possible for the audience to support the Philharmonic’s activities, such as our parks concerts, with a punch of a button. And I am really looking forward to finding out which encore the audience chooses!”

The Philharmonic’s annual free parks concerts have become an integral part of summer in New York, drawing loyal Philharmonic fans from all walks of life. Each year these concerts transform parks throughout the New York area into a patchwork of picnickers, and provide music lovers with an opportunity to hear the best classical music under the stars. Since their inception in 1965, the performances have delighted more than 14 million listeners, including 214,000 last summer alone.

MOBILE GIVING

Like many arts and cultural institutions, the Philharmonic is seeking creative ways to meet today’s economic challenges. This year, audience members can help support the New York Philharmonic, including Concerts in the Parks, via text message. To contribute \$5, attendees can send a message to 40579, with the code NYP. The donation will appear on the attendee’s mobile service bill. If audience members would like to donate more, they are invited to send the code up to five times for a total donation of \$25 per monthly billing cycle. Donations can be made from a cell phone in the U.S. any time after July 1. In addition, fans of the Philharmonic can get a Mobile Giving Widget at nyphil.org/give, which can be added to personal websites or social networking pages.

VOTE FOR YOUR ENCORE

Concerts in the Parks attendees can cast their encore vote prior to and during the performance by sending a text message from their phone. Encore choices will be announced at the concert, and voting concludes at the end of intermission. To vote, audience members send a text message to 72648, with the code NYP followed by a 1 or a 2 indicating their choice. For more information, go to nyphil.org/parks.

CONCERTS IN THE PARKS PHOTO CONTEST

The New York Philharmonic Concerts in the Parks Photo Contest — open to audience members attending any of the Concerts in the Parks taking place in Manhattan, Brooklyn, and the Bronx — allows audience members to submit their favorite photo from the outdoor concerts at nyphil.org/parks. Attendees can begin submitting photos after the

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July 14 Central Park concert, in several categories, and selected photos will be posted on the site. The deadline for submissions is Sunday, July 26. Winners will be announced August 7 and will receive a free pair of tickets to an upcoming New York Philharmonic concert at Lincoln Center's Avery Fisher Hall.

CONCERT STATUS UPDATES VIA TWITTER

Want to know if that rain cloud means the concert is off? Stay up to date on concert day by signing up for the New York Philharmonic's Twitter feed at twitter.com/nyphil.

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Credit Suisse is the Global Sponsor of the New York Philharmonic.

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The New York Philharmonic Concerts in the Parks are presented by Didi and Oscar Schafer. Corporate Sponsorship provided by **Target** and **MetLife Foundation**; Major support is also provided by **The City of New York**, through the **Department of Cultural Affairs, Kate D. Levin, Commissioner**. Additional support provided by the **Herman Goldman Foundation**, the **Eleanor Naylor Dana Charitable Trust**, the **Seth Sprague Educational and Charitable Foundation**, the **Victor Herbert Foundation**, and other generous donors.

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The Concerts in the Parks are presented in cooperation with the **City of New York Department of Parks and Recreation, Michael R. Bloomberg, Mayor; Adrian Benepe, Commissioner**; the **Borough Presidents**; and the **City Council of New York**. Fireworks by Grucci for all outdoor concerts.

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**2009 NEW YORK PHILHARMONIC CONCERTS IN THE PARKS,
PRESENTED BY DIDI AND OSCAR SCHAFFER**

All concerts at 8:00 p.m. Concerts will be followed by fireworks.

Central Park, Manhattan
Tuesday, July 14, 2009

Alan Gilbert, conductor

MOZART Symphony No. 41, *Jupiter*
BEETHOVEN Symphony No. 7

Entrance to the Great Lawn, Central Park:

- Westside entrances: West 81st or 86th Streets at Central Park West
- Eastside entrances: East 79th or 85th Streets at Fifth Avenue

Prospect Park, Brooklyn
Wednesday, July 15, 2009

Alan Gilbert, conductor

MOZART Symphony No. 41, *Jupiter*
BEETHOVEN Symphony No. 7

Entrance to Prospect Park:

- Enter at Grand Army Plaza, Prospect Park West at 9th Street or Bartel-Pritchard Circle at the intersection of Prospect Park West, Prospect Park Southwest and 15th Street

Van Cortlandt Park, Bronx
Thursday, July 16, 2009

Alan Gilbert, conductor

MOZART Symphony No. 41, *Jupiter*
MAHLER Symphony No. 1

Entrance to Van Cortlandt Park, Bronx:

- Enter the park from Broadway, near West 251st Street. Concert site is north of the baseball fields

Central Park, Manhattan

Friday, July 17, 2009

Alan Gilbert, conductor

Nathan Gunn, baritone

COPLAND *Old American Songs, Set 2*

MAHLER *Symphony No. 1*

Entrance to the Great Lawn, Central Park:

- Westside entrances: West 81st or 86th Streets at Central Park West
- Eastside entrances: East 79th or 85th Streets at Fifth Avenue

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All programs subject to change

*Photography is available in the New York Philharmonic online newsroom, nyphil.org/newsroom,
or by contacting the Communications Department: (212) 875-5700 or PR@nyphil.org.*