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THE WISCONSIN PHILHARMONIC UNVEILS NEW IDENTITY

Waukesha, WI – Following a disciplined strategic rebranding effort, the Waukesha Symphony Orchestra announced today at a press conference a bold new name to better reflect both the stature of its orchestra and the composition of its audience.

Going forward as The Wisconsin Philharmonic, the orchestra, under the direction of Maestro Alexander Platt, is dedicated to bring national recognition to the city of Waukesha – beginning with a world premiere composition by Waukesha’s own Daron Hagen, opening next season’s concert schedule.

The Board of Directors, led by chair Mary Korkor, came to its conclusion following several months of work by the Board’s Marketing & Public Relations committee to create an accurate brand profile in order to maximize the orchestra’s experience and resourcefulness. According to Korkor, “In working through this process, it soon became clear that a more distinct name was needed to showcase the orchestra’s talent and attract expanding audiences.”

According to Executive Director Andrea Rindo, “the Waukesha Symphony Orchestra was founded in 1947 by a small group of devoted musicians and music lovers with the humble intent of providing the community with musical experiences and education where none had existed before. The WSO has continued this tradition for over 60 years, making it one of the longest continuing cultural organizations in Wisconsin. Its name change today is intended to better reflect the organization’s reach beyond the city of Waukesha – to captivate audiences and charm listeners throughout southeastern Wisconsin. Whether an audience member is experiencing their first taste of live orchestra music or is technically trained in classical music, The Wisconsin Philharmonic is dedicated to provide the fullest musical performance possible – innovative combinations of works delivered by professional musicians with passion, energy and magic.”

The Philharmonic’s colorful new logo was designed by Waukesha County’s own Andrea Walters. It was meant to appeal to the intellectually curious and capture the magical, innovative, adventurous, modern, vibrant and warm qualities of The Philharmonic’s desired positioning. Together with its new call-to-action tag line, “Take Note,” playing off its logomark, The Philharmonic hopes to establish itself both as a treasured Waukesha legacy and an expression of the best of Wisconsin going forward.

The result of prudent fiscal management, it was also announced today that the orchestra is anticipated to end its fiscal year on May 31 both in the black, as well as with forward funding intact – the gift of Anthony and Andrea Bryant of Waukesha – to fund next season’s full concert schedule, a claim few arts organizations can make in 2010.

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