

H · E · R · I · T · A · G · E



C · H · O · R · A · L · E

Metrowest's Premier Choral Ensemble™

John Finney, Conductor

Dear Sir or Madam,

As a business person, you know how important the cultural life of the community is for attracting new residents, businesses and customers to live, invest and shop or buy services in their community. Here is an opportunity to tell the community about your business and your support of the arts.

Please consider placing your advertisement in our program to introduce your organization to our growing and loyal audience of more than 1,000 during our 73rd concert season. Your ad will appear prominently in our professionally-printed concert program books for the Fall and Spring classical concerts.

Throughout our history, we have been led by illustrious conductors such as our founder Edward F. Gilday, who later conducted the Handel & Haydn Society; Allan Lannom, conductor of the Masterworks Chorale for over 50 years; John Oliver, founder and conductor of the Tanglewood Chorus; and our conductor since 1987, John Finney, who also serves as the 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, among several other positions.

The Chorale also has a rich history of collaboration with other music organizations in the area to present major works to a broader range of audiences. Recent collaborations have included Mahler's *Symphony No. 2*, and a performance of the Brahms *Requiem* commemorating the 40th anniversary of the death of John Fitzgerald Kennedy--both in collaboration with the New Philharmonia Orchestra under the direction of Ronald Knudsen.

I hope you will take advantage of this opportunity to reach our select audience!

Sincerely,

Heritage Chorale
Friends & Supporters Campaign

PS: Your positive response to this request will help us continue bringing fine choral performances to appreciative audiences. Thank you!