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MEDIA RELEASE

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Arizona Musicfest expands Jay Good named Director of Operations Jo Ellen McCall promoted to Director of Administration

June 29, 2011 – Carefree, Arizona – Arizona Musicfest Managing Director Lynn Bowers announced today that Jay Good, formerly General Manager of the Phoenix Symphony, will be Director of Operations at Arizona Musicfest. Jo Ellen McCall, previously Assistant Managing Director at Arizona Musicfest, will be Director of Administration. Both appointments are effective immediately.

For 21 years, Arizona Musicfest has presented “America’s Premier Winter Music Festival,” an annual month-long event offering the world’s best music by top musicians of classical, jazz, pop and Broadway in over a dozen concerts. The heart and soul of the February festival is the Arizona Musicfest Festival Orchestra conducted by Robert Moody. In addition to the Festival, Arizona Musicfest volunteers actively support a wide variety of community youth programs that reach 10,000 students.

“Jay has brought vast knowledge of both music and technology to Arizona Musicfest, from sound and lighting, to composers and scores. As head of production during our 2011 Festival, he seemed to know what the artistic director and musicians wanted before they asked,” commented Bowers. “He even fit our 60 orchestra musicians, 92 chorus members, and four soloists on the stage for Beethoven’s *Ninth!* That was a logistical and musical feat!”

Prior to overseeing operations, personnel, artistic and education departments of the Phoenix Symphony from 2006 through 2010, Good spent over six years with the New York Philharmonic as Operations Coordinator and Manager.

Good’s responsibilities include expansion of upcoming *Arizona Musicfest 2012* (February 1 through March 2) and future festivals into new venues and additional concerts. According to Bowers, “We will be statewide, as our name promises!”

Equally important, said Bowers is the promotion of Jo Ellen McCall who joined the organization in 2004, as Assistant to the Managing Director.

“Beginning her eighth year with Arizona Musicfest, Jo McCall has the knowledge that comes from seven years with the organization, plus a strong administrative background in music that includes the Flora L. Thornton School of Music at the University of Southern California,” said Bowers. “Jo is the go-to person for administrative problem solving! She provides valuable continuity for volunteer and donor activity.”

From Bowers’ perspective, “These appointments give me time to focus on strategic priorities related to our expansion plans.”

This investment in personnel signals the nonprofit organization’s continued dedication to live music in Arizona and the success of its orchestra, programs and operations.

Beginning in 2006, with Robert Moody as Artistic Director, Arizona Musicfest increased the Festival Orchestra’s personnel size and depth of programming, gaining it the local nickname of “The All-Star Orchestra.” Equally impressive, during the last decade, the organization established innovative community programs. Arizona Musicfest supports music education programs in six school districts; free concerts for students; and performance opportunities for talented young musicians.

Arizona Musicfest recently expanded its unique daily classical music education program, *Musicfest Minutes*. The program was first introduced into the Cave Creek Unified School District (CCUSD) in 2002, followed in later years by the Scottsdale (SUSD), Paradise Valley (PVUSD), Deer Valley (DVUSD), Phoenix District 1, and Creighton School Districts.

Utilizing the burgeoning popularity of ukuleles to teach the fundamentals of music, *Musicfest Strummers*, an exciting pilot program made possible by the John and Joan D’Addario Foundation, was introduced at Desert Sun Academy (CCUSD) in 2010. The *Arizona Musicfest Jazz Program* at North Ranch Elementary School (PVUSD) followed in 2011.

Current performance opportunities for dedicated young Valley musicians are provided through the *Young Performers Recitals*, the annual *Young Artists Concert* and highly regarded *Young Musicians Competition*.

In addition to allowing thousands of students to experience an orchestra rehearsal, the Arizona Musicfest Festival Orchestra Outreach Program provides master classes for promising music students, as well as music education forums for school assemblies.

For the *Arizona Musicfest 2012* concert schedule, and a description of community programs and concerts for students, please visit the Arizona Musicfest website at www.azmusicfest.org or call 480.488.0806 / toll free 866.488.0806. Arizona Musicfest is dedicated to bringing great music into our communities.