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Albany Symphony to Launch New State-of-the-Art Interactive Website on April 23 **Site Launch will bring audiences closer to the orchestra & enhance the Symphony experience**

(ALBANY, NY) - On Friday, April 23 the Albany Symphony will launch a newly designed website utilizing the latest trends in online media and social networking. The site, developed by Cohoes-based *Spiral Design Studio* and funded in part through the Andrew W. Mellon Foundation, will allow visitors to interact with the Albany Symphony like never before: "This new site will allow us to provide a porthole into our many concert programs, education initiatives, and composers residencies so that a broader community may engage and interact with us in exciting new ways," say Executive Director Brian Ritter. "We are grateful to the creative team at Spiral Design for developing this exciting new communications tool so that everyone has a chance to dialogue with the Albany Symphony, and become even closer to the music, composers, and musicians we all love and enjoy." The new site will integrate all the latest social networking tools of today including Facebook, Twitter, YouTube, and Instant Encore, as well as utilizing a new interactive Blog section.

In developing the new website, *Spiral Design Studio* has teamed up with the Albany Symphony to help sponsor the orchestra's "American Music Festival" – its annual season-ending series of performances centered around living composers and American music. *Spiral Design* will act as the Festival's "Artistic Connections Partner," helping to connect our community with the many incredible artistic talents featured throughout the festival via the newly-born website.

Founded in 1989, *Spiral Design Studio's* impressive client base includes Citibank, Disney, Konami, Activision, Albany Medical Center, Stevens Institute of Technology, Albany Molecular Research (AMRI), The University at Albany, Rensselaer Polytechnic Institute, The Hyde Collection Art Museum Complex & Historic House, and the New York State Dental Association, among others. Throughout the firm's growth, the team has retained a fervent commitment to community. *Spiral*

Design's active involvement in and ample contributions to many charitable organizations and nonprofits demonstrate its dedication to the people of the Capital Region.

While offering a major step forward for the Albany Symphony's audiences, the site also serves as an engine for furthering the artistic mission of the symphony. "It is essential to the survival of our art form and to the success of living composers that we develop means of utilizing new media to create a large international audience for the composers we feature and for their works," says Albany Symphony Conductor and Music Director David Alan Miller. The site will indeed play a large role in the orchestra's venerable tradition of championing living composers and contemporary music, featuring them and their music on the site throughout the orchestra's season.

On the 23rd, when the site goes live, the Albany Symphony will be performing its second-to-last concert of the season, featuring cellist sensation Joshua Roman in an all-Tchaikovsky program held at Albany's Palace Theatre.

About the ASO

The Albany Symphony Orchestra is one of this region's oldest and most revered music and cultural organizations, having won numerous national awards for its adventurous programming of contemporary music and innovative educational efforts involving area schools for nearly 80 years. As the only professional symphony orchestra based within the Capital Region, the Albany Symphony aims to enrich a broad and diverse regional community, engaging over 150,000 people each year across an extended geographical area.

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