

FOR IMMEDIATE RELEASE
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ANNOUNCING: BOERNE PERFORMING ARTS!!!

BOERNE, TX – November 1, 2011. *Vienna Boys Choir*...now appearing in Boerne, Texas! *TAO: The Art of the Drum*...17 Countries, 400 Cities, 4 million spectators worldwide, and now appearing in Boerne, Texas! *Bowfire*...the total string experience that has been featured by PBS as family entertainment at its finest, now appearing in Boerne, Texas!

**BOERNE...
PERFORMING ARTS!**

During the 2010-2011 school year, residents of Boerne were treated to three top-tier performances (*Mariachi los Camperos di Nato Cano*, *Neil Berg's 101 Years of Broadway* and *Doc Severinsen and the San Miguel 5*) which were overwhelmingly successful. Realizing the added value to "Lifestyle in Boerne" with these offerings, a group of very motivated individuals has undertaken the mission of creating Boerne Performing Arts, and establishing an organization that will continue to bring the world of performing arts to our hometown.



The new Boerne Performing Arts committee has been working hard behind the scenes to prepare for the announcement of a world-class entertainment package that will now be offered in Boerne. The 2012 Inaugural Festival of the Performing Arts will feature artists from Austria, Japan and Canada.

With their goal of presenting a wide range of the highest quality national and international caliber performing artists/companies and promulgating arts education through numerous outreach programs, Boerne Performing Arts will strive to contribute to the cultural life of the City of Boerne, Kendall County, and the entire Texas Hill Country region.

Partnering with the Boerne Performing Arts in this collaborative effort, are the Hill Country Council for the Arts (HCCArts), Greater Boerne Chamber of Commerce, the City of Boerne and the Boerne Convention and Visitors Bureau, Kendall County Economic Development Corporation and Boerne ISD. Boerne Performing Arts will operate as a committee functioning under the auspices of the Hill Country Council for

the Arts, a 501(c)3 non-profit organization whose primary mission is to develop and sustain a cultural environment that supports and promotes awareness, appreciation, education and public access to all arts in Boerne, Kendall County and the Texas Hill Country.

Larry Woods, Boerne CVB, announced "The Boerne Convention and Visitors Bureau is pleased to support the new Boerne Performing Arts group in bringing world class entertainment to Boerne. The arts have and will continue to be a major part of generating dollars in our community. The opportunity to experience this level of music, theater and visual arts in Boerne benefits our local community and guests alike. The Boerne CVB looks forward to a long and rewarding relationship."

The 2012 Concerts will feature three artists of world renown. Boerne Performing Arts will make their debut featuring the **VIENNA BOYS CHOIR** on Thursday, February 9. As reviewed by the Ft. Worth Star Telegram, "There's no more gratifying sound than that of children singing. And there's no more polished ensemble of children's voices than the Vienna Boys Choir!"

The first week of March will be filled with activity as Boerne Performing Arts presents two evening concerts within 5 days. The featured artists are: **TAO: The Art of the Drum** (Sunday, March 4) and **BOWFIRE: The Total String Experience!** (Thursday, March 8). The Chicago Tribune described the TAO show as "Extraordinarily talented...incomparable muscular zeal!", while the Houston Chronicle reviewed Bowfire as "blurring individual traditions in the fast-paced onslaught of top-flight playing...enough razzle-dazzle and variety to keep the audience entertained!"

All concerts will be at the Boerne ISD Champion High School Auditorium and will begin at 7:30pm.

Boerne Performing Arts will also be offering outreach programs that will include two one-hour student concerts, each to be attended by 1,000 local students, and Pre-Concert Preludes & Art Galleries which will showcase both the performing and visual arts students of Boerne ISD. Boerne Performing Arts' commitment to outreach programs is based on the belief that a broad range of performing arts is critical to education and that we have a responsibility to plant the seeds to cultivate the audiences and artists of tomorrow.

Carol Schultz, assisted by Dan Rogers and Cathie Meadows, chairs the Boerne Performing Arts Committee. Committee Members include: Kevin Arnott, John Benedict, Dayna Cartwright, Wendy Little, Melissa Milton, Doris Perez, Lynn Richter, Greg Talford, Sue Talford, Rob Ziegler.

Priority Seating (available until December 1) for the 3 events is available with the purchase of a 3-concert Series Package. Prices range from \$75-\$100-\$120, saving individuals 16%-20% off the single ticket price. Additionally, ticket packages are available at the Patron and Sponsor Levels. The Greater Boerne Chamber of Commerce has volunteered their new "home" on Main Street for the Box Office. Ticket Information and Order Forms are available at their offices during regular business hours. Additionally, you may request information directly from Boerne Performing Arts by phone (830-331-9079) or by visiting the Boerne Performing Arts website: www.boerneperformingarts.com.

Single event tickets (\$30-\$40-\$50, inclusive of all ticketing fees) will go on sale December 7 at the same three locations.