

# LANSING SYMPHONY ORCHESTRA

TIMOTHY MUFFITT • MUSIC DIRECTOR & CONDUCTOR

## FOR IMMEDIATE RELEASE

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## LOOMIS LAW FIRM ANNOUNCES CHALLENGE GRANT FOR LANSING SYMPHONY

**Lansing, MI – February 1, 2010** – The law firm of Loomis, Ewert, Parsley, Davis & Gotting, P.C. has issued a challenge grant to the Lansing Symphony Orchestra (LSO), encouraging the organization to raise \$90,000 of new or increased contributions by June 30, 2010. The firm will match all new or increased contributions to the orchestra on a 1:3 basis, for a \$120,000 total campaign goal. For every three dollars of new development income the LSO receives, the firm will donate one dollar. Increased annual gifts from current donors will be matched on the difference between the old and new gift.

“We are proud of our relationship with the Lansing Symphony, an organization that adds so much to the quality of life in our community,” explained Loomis Partner Jack Davis. “We hope this challenge encourages other businesses and individuals to make their own investment in the LSO.”

The Loomis Law Firm challenge comes at an appropriate time for the LSO, which – like most arts organizations throughout the country – has seen a decrease in its corporate and individual contributions.

“Now is the time for those who believe in the importance of quality community organizations and the arts to show their support by filling the gap,” says LSO Executive Director Courtney Millbrook. “Loomis Law Firm’s generous challenge makes that support go even further.”

The challenge also comes at a time when the LSO is experiencing great artistic and box office success. Community support for the orchestra has manifested itself in increased ticket sales throughout the current 2009/2010 season. Subscription sales saw a 3% increase over the past season, while single ticket

sales (as of January 26, 2010) are up 22.2% compared to the same time last year. The increase has been attributed to dynamic programming, great word of mouth marketing and artistic growth the orchestra has seen under the direction of Music Director Timothy Muffitt, who has been with the LSO since the 2006/2007 season.

Community members can participate in the “Loomis Challenge” by sending contributions to the Lansing Symphony offices – 501 S. Capitol Ave., Suite 400, Lansing, MI 48933 – by calling (517) 487-5001 or by making a gift online at [www.LansingSymphony.org](http://www.LansingSymphony.org).

Loomis, Ewert, Parsley, Davis & Gotting, P.C., the "Loomis Law Firm," was founded in 1953 by George W. Loomis and Plummer B. Snyder. The Loomis Law Firm is a full service business-oriented firm consisting of nineteen shareholding and associate attorneys, along with two “of counsel” attorneys, seven paralegals and additional support staff. The Loomis Law Firm has earned its outstanding reputation in part by providing sound, innovative and cost-effective solutions to complex legal issues facing a range of clients, from national and international publicly held corporations, governmental bodies, public utilities and institutions, to small businesses, sole proprietorships, families and individuals.

The Lansing Symphony Orchestra was established in 1929 and is currently celebrating its 80<sup>th</sup> anniversary. More than 20,000 people attend LSO concerts each year, and more than 50,000 listeners are able to hear broadcasts of the LSO’s performances by NPR affiliate WKAR-FM Radio. The Symphony’s highly acclaimed education programs reach 15,000 students in kindergarten through 12th grades. For more information, visit [www.LansingSymphony.org](http://www.LansingSymphony.org) or find us on Facebook and Twitter.

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