

Charlotte Symphony Orchestra

Raffaele Ponti ~ Music Director

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For immediate release from the Charlotte Symphony Orchestra

Charlotte Symphony Orchestra Changes Its Name to Punta Gorda Symphony

In a private reception on October 15 for press, community partners, and select patrons, the Board of Directors of Charlotte Symphony Orchestra, Inc. of Florida announced that it is changing the name of the organization to Punta Gorda Symphony, Inc.

The change has been in development for some time now, with the discussion arising periodically over the past five years. In the fall of 2018, the CSO Board, under the leadership of Chairman Michael Landsberg and in coordination with Music Director Raffaele Ponti, took decisive action and began putting the change into effect. “As the orchestra gains regional acclaim and wider media attention, we feel drawn to be more closely connected to this city we love – and which has shown such dedicated support over the years,” explains Ponti, who has attracted accomplished professional musicians and internationally-recognized guest artists to the orchestra.

The organization had been plagued with branding problems, the most nagging for symphonic music fans being that any internet search too often resulted in an out-of-state orchestra with a similar name. According to Landsberg, “We considered many options, but in the end Punta Gorda is a specific and unique geographic identifier for us, and its character as the cultural hub of Charlotte County suits our vision for the Punta Gorda Symphony.” This vision includes establishing the orchestra as a cultural cornerstone of Charlotte County and, more widely, of the Southwest Florida region.

In May 2019 the CSO Board hired Craig Badinger as Executive Director. He engaged Sarasota-based designer Paula Murray, Principal of Artefact Design, to craft the rebranding. Badinger relates, “I knew that Paula did enviable work for a number of local nonprofits, including major rebranding of some beloved arts organizations. She led our committee through a process that

turned out to be both much smoother and more comprehensive than I'd expected." The CSO Board and executive team are thrilled with the result.

The newly rebranded Punta Gorda Symphony website PGSymphony.org will launch on October 16, 2019 along with changes affecting email addresses and season advertising.

The Charlotte Symphony Orchestra will hold its final performances under the CSO name on Sunday, October 27, 2019 at 2:00pm and 7:30pm at the Charlotte Performing Arts Center. This concert, titled "John Williams & Friends", serves as a pre-season teaser and features orchestral music from some of Hollywood's most applauded blockbusters that audiences know and love: *Star Wars*, *Harry Potter*, *E.T.*, *Spiderman*, and *Pirates of the Caribbean*, among others. Tickets are on sale now. Student tickets are only \$15, and costumes are encouraged to help celebrate the program's iconic movie characters.

The Punta Gorda Symphony will hold its first performance under the new name on Sunday, November 10, 2019 at 7:30pm at the Charlotte Performing Arts Center, as part of its regular subscription season. Tickets are now on sale.

For tickets or further information, please visit the CSO website www.charlottesymphony.com, the new Punta Gorda Symphony website www.PGSymphony.org, or call 941-205-5996.