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**PGSO**  
LIVE

**PGSO**  
LIVE

**OFF THE  
BEATEN PATH.  
UNEXPECTED.  
NEVER THE SAME  
THING TWICE.**

**AND ALL WHO  
ARE EXPLORERS  
ARE WELCOME.**

Music is the universal soundtrack of our lives. It moves us, bonds us, energizes us and fuels our memories. Whether you're a regular at PGSO, or new to the world of live orchestral music – you are welcome here.

**WE'VE  
DISCOVERED**

**A LOT OF PEOPLE ARE  
WALKING AROUND  
PRINCE GEORGE WITH A  
PGSO SIDE – AND THEY  
HAVE NO CLUE.**

(They could even be listening to artists that are heavily influenced by classical music and they don't even know it.)

**Here are just a few:**

**LADY GAGA  
QUEEN  
LANA DEL REY  
ELVIS PRESLEY  
STARSHIP  
MUSE**

**STING  
RADIOHEAD  
ELLA FITZGERALD  
PET SHOP BOYS  
NAS  
MIKA  
JANELLE MONAE**

**ALSO,  
CRAZILY YOU  
CAN BE INTO**

**BILLIE EILISH & JOHANN  
SEBASTIAN BACH.**

**JOHNNY CASH, GARTH  
BROOKS & CHOPIN.**

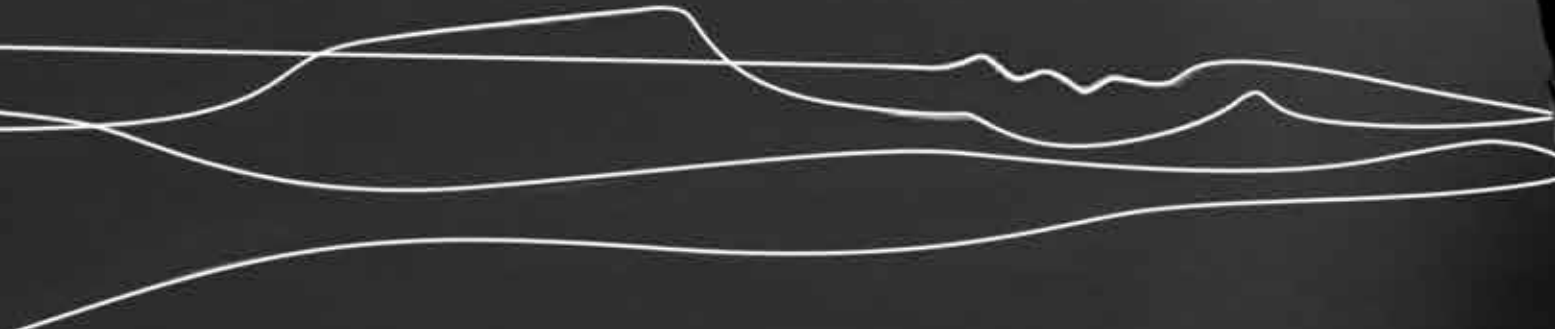
**DUA LIPA & BEETHOVEN.**

**“There's a lot more to music  
than notes on a page. It's about  
heart. It's about feelings, and  
moving people, and something  
beautiful and being alive.”**

Richard Dreyfuss in the film  
Mr. Holland's Opus, 1995

**YOU DON'T KNOW  
UNTIL YOU GO**

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**"I DON'T LIKE  
ELEVATOR MUSIC."**

**"THAT'S GREAT, BUT I'M  
NOT INTO SYMPHONY OR  
ORCHESTRA STUFF."**

**"IT'S OUTDATED  
AND STALE."**

**"BEING FORCED TO SIT  
STILL AND BE QUIET FOR  
2 HOURS?"**

**"I WOULDN'T KNOW  
WHAT TO WEAR OR WHEN  
TO CLAP."**

**"I'M TOO YOUNG TO  
APPRECIATE IT. I NEED  
SOMETHING THAT  
MOVES ME."**



**"LAYERS OF SOUND SO POWERFUL –  
IT WILL ROCK YOU TO YOUR CORE"**

**PGSO  
LIVE**

**"PGSO WARMS MY SOUL,  
IT ENGAGES THE SENSES.  
PEOPLE SOMETIMES THINK OF  
THIS MUSIC AS BORING OR SLOW  
AND IT'S FAR FROM THAT."**

Gordon Plewes,  
local business owner  
& PGSO sponsor



## ERIN ROCKS OUT IN A LOT OF DIFFERENT WAYS

## ERIN DISCOVERED HER PGSO SIDE AT 25

### GRAD STUDENT BY DAY, PGSO FAN BY NIGHT

“These are such unusual times. I had briefly forgotten how live music can transport you away from the worries and chaos of life.”

### CRANKS UP THE VOLUME TO

Buena Vista Social Club  
Ella Fitzgerald  
Taylor Swift  
Vivaldi's Four Seasons

### DAY JOB

Master's student in Natural Resources and Environmental Studies.

### DISCOVERED THE WORLD OF ORCHESTRAL MUSIC

When I was 7 or 8, my class went to the Toronto Symphony Orchestra where they played the Harry Potter score and Star Wars. I felt like my whole body was electrified. I was on the complete edge of my seat and the music just swelled around me.

### HOW DID YOU FIND PGSO?

It's unusual to have a symphony in a city of about 80,000 people. I came to check out campus and drove by their sign on a building. Live music is really important to me. It blew me away and made me feel better about moving here.

### WHO HAS A “PGSO SIDE”?

Me! I just discovered it, and I'm 25 years old. And so many others. They just don't know they like it... yet.

### WHY IS PGSO SO GREAT?

It's very personable. When I went, they weren't holding the concert in a traditional space. It made it more intimate. And when I walked in the door, people were genuinely excited that I was there.

### LOVES PGSO BECAUSE

In the winter months, there isn't a lot to do indoors and it gets dark early, but PGSO is special. They somehow bring the smaller city vibe into the symphony experience. It's affordable for a student and the music is spectacular. They talk about the pieces a bit before playing them, too. You can see they want to try different things. I like that they sometimes bring in different musicians.

### LOVES PRINCE GEORGE BECAUSE

When I moved here in 2020, I was excited because in a mid-sized community, you don't often have great access to the arts. It's really special and it's such an important part of the community. If I worked in an industry that thrived here, PGSO would be a huge reason for why I'd potentially stay.

### SPOTLIGHT MOMENTS

- At the last performance, they had a pianist who was “insane” (read incredible).
- The 2nd time I walked in to a PGSO performance, they knew me by name. I couldn't believe it! I told my mom, I was so excited.

# OUR GOAL IS TO GIVE YOU GOOSEBUMPS

It's all about bringing powerful, multi-faceted music – to life. If you find yourself on the very edge of your seat, smiling, crying or tapping your toe, we're succeeding.

## WORLD-CLASS TALENT – WRAPPED IN SMALL CITY CHARM

Having Maestro Michael Hall, PGSO's Music Director, is like pulling out the big guns.

He's devoted to forging strong connections between the orchestra and audiences. Hall has created a progressive new concert format designed to enhance and animate the concert experience using non traditional elements, such as narration, visuals, and food and drinks, making the concert experience relaxed and welcoming, perfect for first time concert goers.

Our local musicians have played on some of the biggest stages in the world and showcase their skills right here.

We're a professional orchestra with the support of talented local amateurs and we welcome everyone with true Prince George hospitality.

### FAMILIAR SMILES

You have a solid chance of recognizing someone, like your mechanic, carpenter, doctor or teacher, on stage, live, showcasing their talented PGSO side.



# MUSIC HELPS US COPE

With the COVID-19 crisis and so many world changes, we found ourselves isolated, fearful and uncertain of the future. And we turned to music.

## MAESTRO MICHAEL HALL

Highly acclaimed for his intensity and spontaneity, Hall has appeared with many of today's leading ensembles, including the Houston Symphony, the Toronto Symphony, the Vancouver Symphony, the Louisiana Philharmonic, the Pacific Symphony, the Civic Orchestra of Chicago, Symphoria, the Orquesta Sinfónica Nacional de Costa Rica, the Winnipeg Symphony, the Toledo Symphony, the Windsor Symphony, the Manitoba Chamber Orchestra, the Great Falls Symphony, the Bozeman Symphony, the Northeastern Pennsylvania Philharmonic, Groundswell New Music Ensemble, and the Havant Symphony in the UK, as well as a return to the Tucson Symphony, with whom he has a special relationship and has been a frequent guest conductor in multiple concert series over the past nine seasons. Hall also works regularly with the Space Coast Symphony in Florida, where he is the newly appointed Principal Guest Conductor.

Check out Michael's full bio at [maestromichaelhall.com](http://maestromichaelhall.com)

**We experienced, first-hand, the power of music during such a difficult time. And its innate ability to help us:**

**COPE WITH CHALLENGES  
CALM OUR NERVES  
HEAL FROM TRAUMA  
CONNECT  
LIFT OUR MOOD  
FEEL MORE OPTIMISTIC**

### PGSO WAS THERE FOR PRINCE GEORGE DURING THE PANDEMIC.

We dug into our creative sides to find ways to rehearse and perform. Helping lift the spirits of the community. In fact, PGSO was one of very few orchestras to perform live concerts in the fall of 2020.





## MATT IS ALL ABOUT HEAVY METAL IN ALL FORMS

## MATT DISCOVERED HIS PGSO SIDE AT 18

### CAMPUS PROFESSIONAL BY DAY, TUBA PLAYER BY NIGHT

#### ROCKS OUT TO

KISS

Kickstart my Heart by Motley Crue  
Tchaikovsky's 4th Symphony  
(The tuba part is bananas)

#### DAY JOB

UNBC's Director, Communications  
and Marketing

#### DISCOVERED ORCHESTRAL MUSIC

Through his dad (Bill Wood) who was one heck of a trumpet player and first to play the Last Post as a soloist during the National Remembrance Day ceremony in Ottawa.

"It was -30 below, not good for a brass instrument, but he went out and nailed it." Having his dad as his band teacher made life interesting. "I couldn't mess around in class 'cause I'd get the look."

#### DISCOVERED TUBA

My Dad repaired instruments on the side. He brought home a tuba one day and said, "Have a blow on this." I got this great big sound out of it.

#### WHO HAS A PGSO SIDE?

I don't think they know who they are yet, if they haven't been exposed to it. I didn't know I liked shrimp until I tried it. You need to take a bite.

#### WHY IS PGSO SO GREAT?

You have a much better chance of seeing someone you know on stage. Without fail I get an email on Monday saying, 'I had no idea you play tuba.' If you go and hang out in the foyer, you can get into some really cool conversations.

#### LOVES PRINCE GEORGE BECAUSE

The vibe downtown has cool restaurants and boutique shops. Plus, I can go to Home Depot or Costco and then the symphony or the theatre at night. It's an outdoor playground, there's great golf, and my commute to work is 3 minutes.

#### LOVES PGSO BECAUSE

The friendships with my fellow musicians, we go for beers together. PGSO is one of the great selling features that helps recruit all kinds of people to move here. I think sometimes it gets taken for granted that it's always going to be around.

#### SPOTLIGHT MOMENTS

- Having the chance to perform on stage with my Dad when I was only 18.
- I've slept in my tuba case (missed the last bus home from University, spent the night in the music building and the case was my sleeping bag).
- My dad once recorded our answering machine with me playing the A&W Root Bear song in the background.
- I did an interview on an Ottawa radio (rock) station for International Tuba Day. The hosts made me play live with a pre-recorded track. No notice, no practice!



## PRINCE GEORGE'S PGSO SIDE

### A REAL FEATHER IN OUR PROVERBIAL CAP

Few cities of our size get their own symphony or an authentic arts culture. PGSO helps put Prince George on the map. And it's a great hook for people thinking about moving here.

### ESCAPE WITHIN THE CITY

It's your something different to do. If you're open to new experiences.

### NURTURING WEE TALENT

We like planting seeds in young people, helping them see how cool the world of orchestral music can be. Experiencing instruments up close and learning from pros, these are the moments that helped us learn and grow as musicians and music lovers. And it's our privilege to return the favour.

### AFFORDABLE FOR ALL TO ENJOY

PGSO is a great value for the price compared to a big city orchestra or headliner. (Of course, we get stoked about acts like Mellencamp, Brad Paisley and Sarah McLachlan, too.)

## WE ARE PGSO LIVE

### THE PEOPLE

Passionate, talented local musicians  
(pros and amateurs)

### THE MUSIC

Always gripping, and never the  
same experience twice.

### THE HISTORY

50 years strong.

### PGSO'S MISSION

To enhance the quality of life of the people of Prince George region through the power and joy of live orchestral music.

### PGSO'S VISION

An indispensable cultural asset.

# PGSO LIVE

## DID YOU KNOW?

### PGSO IS A BIG REASON WHY PEOPLE MOVE HERE (NOT KIDDING, ASK US ABOUT IT)

When new businesses pop up and new professionals come in, PGSO often has a hand in that. It's a major draw and a kick-starter for change and growth in Prince George.

### PGSO OFTEN HAS TO MOVE, IMPROVISE AND "MAKE DO"

From using space at the university to churches, community halls, hotels and school venues, we're all-too-often booted for "higher priority activities" and demand for the same space.

Although Prince George is our home, we don't technically have a true home base to play in.

### WE DON'T GET THE SAME FUNDING AS OTHER COMMUNITIES DO

Arts funding is much less available and reliable here, compared to similar-sized communities in B.C. Unfortunately, Prince George ranks in the lower percentiles of support.

### WE NEED TO FIX THIS IF WE'RE GOING TO BUILD A FUTURE

It's about long-term sustainability and making sure life and live music continues to be top notch in Prince George.

### YOU CAN HELP ENSURE PGSO IS HERE TO ENTERTAIN AND INSPIRE LONG INTO THE FUTURE

Help new audiences fall in love with PGSO Live – the people, the music and the art.

And help pass the baton to our future generation of supporters.

### YOUR HELP IS URGENTLY NEEDED NOW

- Create a legacy for the music that has raised generations
- Grow appreciation for PGSO and all it stands for
- Connect us to the roots that shape today's soundtracks
- Continue inspiring people to move here
- Harness creativity and innovation to shape an exciting future
- Help PGSO evolve and grow professionally versus becoming depleted or second-rate due to lack of funding
- Elevate PGSO's fullest potential for delivering goosebumps and immersive experiences

# DOLLARS & SENSE

## WHAT YOU CAN DO

## HOW THIS WILL HELP

## SPECIFICS

## OUR GOAL

**MAKE A GIFT TO PGSO'S ENDOWMENT FUND WITH THE PRINCE GEORGE COMMUNITY FOUNDATION**

You're creating long-term sustainability for the future of PGSO

Grow PGSO endowment from \$193,000 to \$500,000 which would increase annual income

**MAKE A GIFT TOWARD THE INSTRUMENTS WE NEED MOST**

You're helping PGSO sound even better and elevating the quality of our performances

Percussion instruments

\$20,000

Harp

\$20,000

Double Bass

\$7,000

**MAKE A GIFT TOWARD ENHANCING OUR STRING SECTION**

You're building up the excitement factor of PGSO performances creating an even fuller sound

Hiring additional violinists, violists, cellists and bassists

\$22,000 Annually (\$66,000 over 3 yrs)

**GIVE PGSO MUSICIANS AN OPPORTUNITY TO REHEARSE MORE BEFORE EACH CONCERT**

You're adding to PGSO's performance excellence and enhancing the confidence and comfort levels of local musicians

Increase rehearsals from 3 to 4 leading up to a concert

\$10,000 Annually (\$30,000 over 3 yrs)

**MAKE A GIFT TO PGSO'S EMERGENCY FUND**

You're helping ensure that PGSO Live is ready to face uncertainties in the future (emergency costs, drops in public funding)

\$50,000

## TOTAL LEGACY FUND GOAL

**\$500,000 (OVER 3 YRS)**



**“LOSING PGSO WOULD  
BE DEVASTATING.  
IT’S ONE OF A KIND.”**

Sean Farrell,  
Community Arts Council/Studio 2880

**PGSO LIVE BRINGS RICH,  
UNEXPECTED, MAGICAL  
EXPERIENCES AND SO MUCH  
MORE TO PRINCE GEORGE.**

**A world without PGSO would be hard  
to imagine, never mind live in.**

Your PGSO side can inspire your  
neighbours and champion a legacy  
for the future.

Not to mention, develop the future  
world of support for PGSO.

**PLEASE CONSIDER A GIFT TODAY  
TO HELP ENSURE PGSO CONTINUES  
TO LEAD, INSPIRE AND SURPRISE  
LONG INTO THE FUTURE.**

Let’s have a chat about a  
meaningful legacy.

**PGSO  
LIVE**

**LAYERS OF SOUND SO POWERFUL –  
IT WILL ROCK YOU TO YOUR CORE**

**YOU DON’T KNOW – UNTIL YOU GO  
(MAYBE YOU HAVE A PGSO SIDE)**

KEN HALL  
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PGSO | Prince George Symphony Orchestra  
pgso.com

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