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MARIAN ANDERSON AWARD LAUNCHES 14-MONTH EXPANSION

Board Growth and Grant Programs a Priority in Coming Months – New Award Date Set for October 2005

It was announced today that the next Marian Anderson Award presentation, Philadelphia's award honoring distinguished artist humanitarians sponsored by Wachovia Bank, will take place on October 24, 2005. The Marian Anderson Award is named for the critically acclaimed contralto from Philadelphia whose career broke the color barrier at the Metropolitan Opera, allowing subsequent generations of African-Americans to pursue careers in the classical performing arts.

The decision to target the next Award date in 2005 is expected to yield a number of institutional benefits. These include additional planning time to build an international profile for the Award, identifying national members to join the core Board in Philadelphia and exploring how to expand the Gala Performance broadcast. The focus this year will be on increasing grant funding for young artists. The Marian Anderson Prize for Emerging Classical Artists, which has become an important credential for classical singers, will be a point of emphasis for the Board this fall through audience development and fundraising efforts. The Marian Anderson Award intends to develop that program's Prize Recital as a signature event in its own right. This year's Prize Recital will be hosted for the second year at the Academy of Vocal Arts on November 19. Recipients of the stipends provided by the program have gone on to distinguish themselves in other prestigious competitions, most particularly Meredith Arwady (first prize 2002) who was a finalist in this year's Metropolitan Opera auditions.

Pamela A. Crawley, Chairman of the Board of Directors and Senior Vice President for Public Affairs at Citizens Bank, commented on the planned expansion, "Last fall our Gala honoring Oprah Winfrey exceeded all of our expectations and was truly a high water mark for the Marian Anderson Award. We accomplished a six-year goal of bringing the Gala Performance to a television audience and the performance, produced in partnership with The Philadelphia Orchestra, has succeeded in becoming one of the City's most diverse and popular cultural events."

"We have produced six extraordinary tributes to remarkable artist humanitarians. With the success of the Marian Anderson Award program so well in hand, we felt it was time to see how we can extend the focus we give to the artist humanitarian award to other emerging institutional goals. Chief among these are Board

expansion, our grant programs and exploring how we can bring the extraordinary achievements of Marian Anderson and our Award honorees to an even larger broadcast audience.”

The decision to expand the scope of the Award arose out of discussions at the Board's retreat this summer. In addition to developing strategies to build an international profile for the Award, the Board intends to expand its development efforts to secure additional support for its programs. To enlarge the grant fund for young artists, the Marian Anderson Award will launch a corporate campaign this fall which will seek small to medium sized gifts restricted to grants.

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Crawley noted that the Board decision to implement the planning expansion was both strategic and pragmatic, “We viewed what could be gained from extending the planning period to 14 months and we felt that proceeding with the additional lead-time would yield significant benefits for all of our programs.”

In addition to the \$100,000 artist humanitarian Award, the Marian Anderson Award provides two levels of financial support to developing artists and emerging classical singers. Noted previously, the Marian Anderson Prize for Emerging Classical Artists program, produced with Astral Artistic Services and sponsored by Citizens Bank, provides stipends to promising young singers who were born, reside or pursue their professional training in Pennsylvania, New Jersey or Delaware. The deadline to apply for this program is Friday, October 8, 2004 and applications are available on-line at www.astralartisticservices.org. The Marian Anderson Award also administers the Young Artist Study-Grant program, sponsored by PNC Bank. This program provides grants to highly talented young visual and performing artists from the Philadelphia region who have financial challenges. Guidelines for this program will be available in January and grants will be made in March.

In conclusion, Ms. Crawley stated that, “Although the smaller grant programs for young artists will be emphasized in coming months, the Marian Anderson Award continues to be our primary program. We plan to announce the next recipient in September and have already begun planning a phenomenal event for 2005.”

In addition to the annual prize honoring artist humanitarians, since 1998 the Marian Anderson Award has provided more than \$300,000 in public programs, commissions, sponsorships and grants that benefit young artists, Philadelphia and the region.

Ongoing information can be accessed by the public by calling the Marian Anderson Award office at 215-683-2094.

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