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Press Release

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Steinway Project Announces Edmunds Challenge Gift and Reports Progress

South Boston – September 10, 2010 – Mike Rowe, Chairman of the Steinway Committee, today revealed two exciting new developments for the Steinway Project, which was launched last March with the goal of purchasing a Steinway concert grand piano for The Prizery. He also reported that the project is well on its way toward raising the funds that will be needed for the acquisition.

On August 31, Ann and Sterling Edmunds of Halifax, already on the donor list, announced a new challenge to the people of South Boston and the surrounding area. They are challenging all those who love The Prizery and are thankful to have such a wonderful arts center in South Boston, to collectively contribute at least \$10,000 by December 25 of this year to the Steinway Fund. If that goal is reached, they will match it and donate another \$10,000.

“We are so fortunate to have The Prizery,” said Ann upon making the announcement, “We try to do whatever we can to support it. We think the concert grand Steinway will help with its success.” Sterling then added, “I’ve lived here for almost all of my 78 years and have always loved the area. I’ve never had a desire to live anywhere else. This is our chance to give back to a community that has enriched our lives in so many ways.” The Edmunds both added that they felt sure others shared their sentiments and would come forward for this important endeavor.

To date, the Steinway Project has raised \$27, 255 for the Steinway Fund. This represents more than a quarter of what will be needed to purchase the piano. The donor list includes almost 40 names, a mix of families, individuals, and businesses. Several of the donations are in memory of or in honor of someone.

At the first fundraising event, Ebony & Ivory, which was held in July, the Kenneth Cranford Memorial gift and challenge was announced. The approx. \$6,000 gift is a transfer of the fund that was established to publish Cranford's music after his death. The challenge is to the public: add to that "seed" to reach \$25,000 so that the piano can be named for Cranford. So far, \$13,000 – more than half of that needed - has been raised for this purpose.

In announcing their intentions, the Edmunds emphasized that they would like any gift given toward their challenge be able to go toward the Cranford naming opportunity as well. Therefore, anyone considering a gift can designate it as an Edmunds challenge match, a Cranford memorial gift, or both.

To celebrate the two challenges, and as another way to add to the fund, the Steinway Project will hold a benefit concert next month. The featured artist is a young woman – Elizabeth Schumann - who studied piano in western Virginia and is now internationally known. Her repertoire is mostly classical. The Steinway Benefit Concert will take place on October 24 at 2:00 p.m. Proceeds will go to the Steinway Fund.

When announcing the Steinway Benefit Concert, Rowe pointed out that a Steinway concert grand will have to be rented for this performance, as is the case for many programs at The Prizery. The rental cost, which includes the cost of moving the 990-pound instrument to the performance hall and then back to the dealer, is \$1,650 per occasion. "By getting this Steinway for The Prizery," notes Rowe, "they will be able to save significantly on rental fees." He then added, "This is just one of the reasons – albeit the most practical – that the Steinway Project is so important."

To learn more about the Steinway Project and how to help, visit www.bconline.com/steinwayfund, call 575-0050 and ask to have information mailed to you, or email Mike Rowe at mike.rowe@bconline.com. Tickets for the Steinway Benefit Concert are available at The Prizery's box office.

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