

Join the Maestro for a season preview

By Paul Hyde

ARTS WRITER
phyde@greenvillenews.com

Want to have dessert with the Maestro?

The Greenville Symphony Orchestra is holding a fundraiser that begins with a sneak preview of its upcoming 2011-2012 season, includes heavy hors d'oeuvres and ends with champagne and dessert at the home of GSO conductor Edvard Tchivzhel and his wife, Luba.

The May 1 event takes place at 6 p.m. at The Plantation on Pelham's Clubhouse, 20 Faraway Place in Greenville.

The season preview is followed by dessert at the Tchivzhels' home, which is near the clubhouse.

Tickets cost \$65, with \$25 of that price tax deductible.

The event also will feature the launch of the orchestra's new fundraising effort called "Music Matters," a Web-based campaign for supporters of the symphony.

By registering at the "Music Matters" website, supporters can help raise funds or just raise awareness of the symphony while earning various prizes and discounts.

The website is <http://GSO.kintera.org/music-matters>.

"We're leveraging social media and the power of the Internet to bring greater awareness to who we are and why we're a critical part of the community," says GSO development director Anne Genevieve Gallivan.

"It empowers folks who can't give large gifts but

can leverage their networks to raise small gifts," Gallivan says.

The effort also is aimed at drawing attention to the economic importance of the state's largest professional orchestra. The GSO brings more than 30,000 people downtown each sea-

son and has an economic impact of \$3 million on the Greenville community, GSO officials say.

Money raised by "Music Matters" supports the symphony's general operations as well as educational programs.

To purchase tickets to the season preview and dessert with the Tchivzhels, contact

Allison Hall, GSO development

and marketing coordinator, at 232-0344, Ext. 12.

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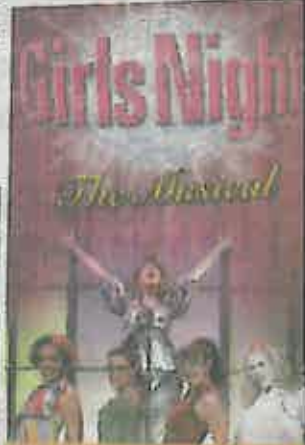


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