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Santa Fe Pro Musica Establishes Musicians' Emergency Fund

Santa Fe's beloved classical music organization establishes a fund to benefit 55 musicians

FOR IMMEDIATE RELEASE—March 25, 2020; Santa Fe, NM—On March 17, 2020, Santa Fe Pro Musica's Board of Trustees announced the creation of a Musicians' Emergency Fund in a letter to the community. The funds raised will help mitigate the impact of the cancellation and rescheduling of April concerts, due to the ongoing coronavirus pandemic, on our musicians.

Santa Fe Pro Musica aims to raise \$50,000 to support the organization's 55 contracted musicians, paying them what they would have earned for the Holy Week Baroque Ensemble program and Haydn's *The Creation*, both cancelled by mandate of the New Mexico Department of Health. Pro Musica is asking ticket-holders for a cancelled or postponed event to consider donating the value of their tickets to the Fund in lieu of asking for a refund.

In addition to the appeal to ticket holders, generous donors have established a \$10,000 matching challenge for cash donations to the fund. Cash donations and tickets are tax-deductible as gifts to a 501(c)(3) organization. Any donations to the Fund that exceed the stated \$50,000 goal will be used to help fund future Pro Musica concerts.

Pro Musica's Executive Director Mary Madigan says, "We are fortunate to be well-established, with a strong board of trustees. We all are concerned about the difficult situation our musicians face as freelancers. Their music-making is at the heart of our organization, and we feel an ethical responsibility to help them in the present circumstances."

Ticket-holders who have donated the value of their tickets to the Fund have said: "You are doing your part for the musicians by being available to process donations to support them. That is not to be undervalued. . . . The artists and the arts change lives. They need to be supported, especially now. It is the arts that will keep us sane during this unsettling time," and "What a marvelous thing that Pro Musica is doing for its musicians in this challenging time."

HOW TO DONATE TO THE SANTA FE PRO MUSICA MUSICIANS' EMERGENCY FUND:

- To convert your Santa Fe Pro Musica tickets into a donation to the Musicians' Emergency Fund, please contact box office manager Lisa Van Sickle at 505.910.4759 or vansickle@sfpromusica.org
- To make a tax-deductible donation by credit card, please visit Santa Fe Pro Musica's homepage www.sfpromusica.org and click the "DONATE" button in the top right corner of the page, or contact Lydia Garmaier at 505.373.2338 or garmaier@sfpromusica.org.
- To contribute by check, please make checks payable to "Santa Fe Pro Musica" and mail to:
Musicians' Emergency Fund
Santa Fe Pro Musica
1512 Pacheco Street #D201
Santa Fe, NM 87505

COMING UP IN APRIL:

On April 20: Santa Fe Pro Musica will share highly anticipated news when it announces the identity of the incoming Artistic Director Designate, who will be assuming the artistic lead as Music Director Thomas O'Connor steps back.

Also in late April, Santa Fe Pro Musica will announce its 2020-21 season and present the season brochure for early ticket sales.

ABOUT:

Santa Fe Pro Musica is a GRAMMY-nominated performing and presenting classical music organization, widely known for musical excellence. Based in Santa Fe, New Mexico, the Pro Musica season includes an Orchestra Series performed at the Lensic Performing Arts Center, a String Works Series of internationally renowned string quartets at St. Francis Auditorium, and a Baroque Ensemble Series at Santa Fe's historic Loretto Chapel. Founded by Tom O'Connor and Carol Redman, Santa Fe Pro Musica celebrates its 40th anniversary in the 2021-22 season.

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