

FOR IMMEDIATE RELEASE | JULY 6, 2015

FAYETTEVILLE SYMPHONY ORCHESTRA ANNOUNCES NEW LOGO



The Fayetteville Symphony Orchestra is pleased to announce the launch of their new logo (seen left). Over the course of the past several months, the symphony has been working on collecting audience development research to find out how they can better serve the community of Fayetteville. Thanks to the feedback the symphony has received, they have developed a new logo, with help from Hodges Associates, Inc., that they hope brings a fresh look to the community of Fayetteville and the symphony.

As the symphony moves forward, there will be several changes to the symphony's marketing materials, as well as an updated website to be launched soon.

For more information, please contact:

Julia Atkins

Orchestra Personnel and Marketing Manager

Fayetteville Symphony Orchestra

jatkins@fayettevillesymphony.org | (910)433-4690

The Fayetteville Symphony Orchestra, founded in 1956, is the longest standing performing arts agency in Fayetteville, NC. It is a professional, regional orchestra whose mission is to educate, entertain, and inspire the citizens of the Fayetteville, North Carolina region as the leading musical resource. Praised for its artistic excellence, the symphony leads in the cultural and educational landscape for Fayetteville and the southeastern North Carolina region.

This project is supported by the Arts Council of Fayetteville/Cumberland County with funds from the City of Fayetteville, the County of Cumberland, and private contributors.



###