



BREVARD MUSIC CENTER  
SUMMER INSTITUTE AND FESTIVAL

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
DATE: February 6, 2009

CONTACT:  
Kristine Fink McCreery, Communications Officer  
phone (828) 862-2112  
fax (828) 884-2036  
[kmccreery@brevardmusic.org](mailto:kmccreery@brevardmusic.org)

### Music Center to Launch New Ticketing System

(Brevard, NC) – The Brevard Music Center is preparing for the 2009 summer season which will include the implementation of a new ticketing system. The improved technology replaces the previous 10-year-old system and will link the offices of finance, development and ticketing. This will better organize data, reduce duplicate client records and mailings, and ensure accurate accounting between all internal offices.

Online ticketing will be easier and more internet friendly, allowing patrons to choose specific seats. The previous system limited seating requests to sections, resulting in a computer generated seat assignment. Box office agents will be able to serve patrons more efficiently with a streamlined system that will result in faster ticket purchases and exchanges.

The training is extensive, with several day-long conferences with a specialist and the select BMC staff who will use the software. Virginia Carter, Marketing Officer and Box Office Supervisor, commented, “We are very excited about the new software and are grateful that we can make this valuable transition. It will reduce transaction time during ticketing and allow us focus on the customer rather than the computer.”

The Music Center is hosting a “Fall in Love...with your seat!” party at Whittington-Pfohl Auditorium on Thursday, February 12, from 4 to 6 p.m. Interested patrons can enjoy hot chocolate and cookies while they view available subscription seats for the upcoming season. They can then make their seat selection and subscription purchase knowing they will be satisfied with their seat location. Single tickets will be available for purchase in early April.

The Brevard Music Center was founded by James Christian Pfohl in 1936. His vision to establish a music program for talented young people has since matured into one of this country’s finest summer institutes and festivals for aspiring musicians. Nestled in the Blue Ridge Mountains of Western North Carolina, BMC welcomes to its 150-acre campus each year 400 students, representing over 40 states and eight foreign countries. It has, as well, 65 distinguished faculty artists drawn from America’s most prestigious conservatories, universities and orchestras. Each summer, the Center invites an array of celebrated guest artists to appear in performance with the students of BMC. BMC’s unique learning environment—students living and working alongside faculty and guest artists—creates an unparalleled sense of community.

###

**For press inquiries, including photos and interview requests, please contact:**

Kristine Fink McCreery, Communications Officer  
Brevard Music Center, PO Box 312, Brevard, NC 28712  
(828) 862-2112 phone • (828) 884-2036 fax  
[kmccreery@brevardmusic.org](mailto:kmccreery@brevardmusic.org) • [www.brevardmusic.org](http://www.brevardmusic.org)