

FOR IMMEDIATE RELEASE

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**CHARLOTTE SYMPHONY ORCHESTRA TO LAUNCH
CSO ROADSHOW
Coming Spring 2024**

**Free “Drive-Up” Collaborative Community Concerts throughout Charlotte
On the Symphony’s New Stage on Wheels**

**First Four Events Presented in Collaboration with
Latin American Coalition, Mayfield Memorial Missionary Baptist Church, Renaissance
West Community Initiative, and Ophelia Garmon-Brown Community Center**

**Call for Charlotte-Based Artists to Design the Wrap for the Customized 40-Foot Trailer
In Partnership with Charlotte Is Creative**

November 2, 2023 | Charlotte, NC – This spring, the Charlotte Symphony Orchestra, in partnership with the City of Charlotte, will launch CSO Roadshow, an innovative traveling concert series utilizing a customized 40-foot trailer that will serve as the stage for free “drive-up” concerts in communities throughout Charlotte. With the ability to accommodate 25-30 Charlotte Symphony musicians, the mobile design of CSO Roadshow allows for dynamic performances on streets and plazas and in parks and other community gathering spaces. CSO Roadshow aims to bring the power of live music right to the heart of local communities.

CSO Roadshow will launch with four performances in April–June of 2024 in neighborhoods identified by the City of Charlotte as “Corridors of Opportunity.” The genre-crossing programming for each concert will be developed through joint planning and dialogue between the Charlotte Symphony and the communities that will host the performances. The goal is to tailor each program to the specific audience and its interests, resulting in a truly collaborative experience. An additional six performances will take place in the fall of 2024. Details will be announced in early 2024. Visit charlottesymphony.org/csoroadshow for the latest information.

The Charlotte Symphony, in collaboration with Charlotte Is Creative, will work with a panel of local creatives and artist collectives to select a Charlotte Mecklenburg-based artist to design the wrap for the mobile stage. Visit ctiscreative.survey.fm/symphonyrfq for project details.

“A traveling concert series is the kind of unique and engaging initiative that I’m proud that Charlotte residents will experience, especially those in our Corridors of Opportunity,” said Mayor Vi Lyles. “CSO Roadshow will bring the joy of music to the center of our community, while the mobile stage itself will present amazing opportunities to local artists.”

“CSO Roadshow allows us to center the voices of our partners in each neighborhood we visit,” said Charlotte Symphony President and CEO David Fisk. “We’re so grateful for the city’s partnership in this initiative, which enables us to meet people where they are, break down barriers, celebrate the work of local artists and performers, and make live orchestral music accessible to individuals who may not typically attend concerts at our traditional venues. We also see this as an opportunity to partner with local schools and provide a showcase for student talent.”

The first appearance of the mobile stage “in a neighborhood near you” will take place on Sunday, April 28, 2024, at the home of the Latin American Coalition, 4938 Central Avenue, Charlotte.

"LAC is incredibly excited about the upcoming performance by the Charlotte Symphony Orchestra at the Latin American Coalition," said Edwin Gil, Chief Development Officer for the Latin American Coalition. "This partnership with the City of Charlotte and the launch of CSO Roadshow will bring the beauty and magic of live music directly to our community. It's a wonderful opportunity to celebrate the power of music and promote our shared mission."

Mayfield Memorial Missionary Baptist Church will host the second appearance of CSO Roadshow on Sunday, May 5, 2024.

“Mayfield Memorial Missionary Baptist Church (A.K.A. "The Field") is elated to be a part of the CSO Roadshow!” said Pastor Peter M. Wherry. “In partnership with our vibrant and growing city, and in a new spirit of community with the CSO, we are excited to be able to enlarge the lives of the many children and families we serve in the Hidden Valley neighborhoods. We are doubly excited that our First Lady, Dr. Wanda Hunter Wherry, will be included in the musical offerings on that very special afternoon. Thanks to the talented staff of the CSO, it's going to be an event full of fun!”

The mobile stage will be custom-designed and fabricated by Hirschfeld Marketing Solutions, a local company specializing in creating innovative and engaging experiences for connecting with audiences. It features a foldout stage for 25-30 musicians, integrated theatrical lighting, acoustic wall paneling and sound-reflective flooring, and an iPad-controlled audio system. Construction is partially funded by ARPA money contributed by the City of Charlotte.

An equally important aspect of the initiative is that, when not in use by the Charlotte Symphony, the mobile stage will be made available to other local arts and cultural institutions, providing them with a platform to showcase their performances and engage further with the community.

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About the Charlotte Symphony

One of the premier music organizations in the Southeastern United States and the oldest operating symphony orchestra in the Carolinas, the Charlotte Symphony Orchestra (CSO)

connects with more than 130,000 music lovers each year through its lively season of concerts, broadcasts, community events, and robust educational programs. The CSO is committed to its mission of uplifting, entertaining, and educating the diverse communities of Charlotte-Mecklenburg and beyond through exceptional musical experiences. The CSO employs 65 professional full-time orchestra musicians, fosters three youth orchestras, and offers significant educational support aimed at serving the under-resourced areas of our community. Founded in 1932, the Charlotte Symphony plays a leading cultural role in the Charlotte area and serves the community as a civic leader, reflecting and uniting our region through the transformative power of live music.

About Hirschfeld Marketing Solutions

Hirschfeld Marketing Solutions (HMS) is an experiential marketing group comprised by a team of creative, solutions focused experience engineers. HMS specializes in connecting brands to consumers where they live, work and play. Through collaborative efforts of custom fabrication and curated event activations HMS designs unique experiences and delivers seamless execution. Hirschfeld Motorsports, LLC, d/b/a Hirschfeld Marketing Solutions (formed in 2004) is owned by Todd Hirschfeld and is located in Cornelius, North Carolina. To learn more visit HMS online at www.hmsworldwide.com

CSO Roadshow is made possible in part by generous grants from



Event Listing

Latin American Coalition

Sunday, April 28, 2024

Mayfield Memorial Missionary Baptist Church

Sunday, May 5, 2024

Renaissance West

Sunday, May 12, 2024

Ophelia Garmon-Brown Community Center

Friday, June 21, 2024

ALL PROGRAMS SUBJECT TO CHANGE

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