



First Niagara Presents Music for Youth with the Buffalo Philharmonic Orchestra

-- Nearly 40,000 students in Western New York will experience the music of the BPO --

BUFFALO, N.Y., October 22, 2013 – The First Niagara Foundation and Buffalo Philharmonic Orchestra are pleased to present the Music for Youth concert series. Nearly 40,000 students from across Western New York in grades K-12 will participate in the program over the course of the season.

The First Niagara Foundation provided the funding for the program. The Music for Youth concerts are designed to make the BPO experience meaningful and memorable for students by presenting the orchestral repertoire in an engaging and informative way. The music is linked to English Language Arts, Social Studies and other disciplines to show how music education is intertwined with all areas of study.

The first concert of the series will take place on October 22nd at 10:15am and 12:15pm at Kleinhans. The Orchestra at Work: Exploring Your BPO is designed for Pre-K to 2nd graders, highlighting different instrument families to explore how members of the orchestra -- musicians, conductor, composer, staff and audience -- all work together to create something much greater than the individual parts.

“We at First Niagara are committed to supporting organizations that enrich the community, specifically in the area of education,” said Buford Sears, First Niagara Buffalo Market Executive. “We are proud to create opportunities for tens of thousands of children to experience a world-class BPO performance while integrating arts into learning and cultivating a life-long appreciation of music.”

The series consists of 30 concerts and includes a combination of in-hall performances, contracted school concerts, and a live internet program broadcast directly into schools that might not have the funds necessary to embark on a field trip to Kleinhans Music Hall. Members of the Buffalo Philharmonic Orchestra say children involved in music programs develop strong critical thinking skills, problem solving abilities and communication techniques. In the longer term, children who have had an opportunity to cultivate an appreciation of music grow into adults who have the ability to think creatively, communicate effectively and work collaboratively.

“The BPO’s education programs are designed with a team of educators so that they authentically connect to the curriculum and standards taught in our schools. This work is integral to the orchestra’s mission and we couldn’t do it without the support of First Niagara,” commented the BPO’s Director of Education and Community Engagement, Robin Parkinson.

Founded in 1935, the Grammy Award-winning Buffalo Philharmonic Orchestra under Music Director JoAnn Falletta presents more than 120 Classics, Pops and Youth concerts each year across all eight counties of Western New York. Since 1940, the orchestra’s permanent home has been Kleinhans Music Hall, a National Historic Landmark designed by Eliel and Eero Saarinen with an international reputation as one of the finest concert halls in the United States. For more information, visit www.bpo.org.

About The First Niagara Foundation

First Niagara Foundation is a not for profit corporation founded in 1998. The Foundation is committed to supporting organizations in the communities in which we live and work with specific focus on youth and education, community development and neighborhood revitalization. In 2012 the Foundation contributed more than \$10 million in charitable grants to community partners. For more information, visit www.firstniagara.com/community.

About First Niagara

First Niagara, through its wholly owned subsidiary, First Niagara Bank, N.A., is a multi-state community-oriented bank with approximately 420 branches, approximately \$37 billion in assets, \$27 billion in deposits, and approximately 5,800 employees providing financial services to individuals, families and businesses across Upstate New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit www.firstniagara.com. For more information, visit www.firstniagara.com.

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