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Bach Festival Society Announces New Media Page

Winter Park, FL The Bach Festival Society of Winter Park is pleased to announce a new resource for the media: the Bach Festival Society Media Page. This webpage provides a wealth of information on the Bach Festival Society, members of the Bach Festival Choir, and story ideas, as well as a high-quality photo library. The site can be accessed at www.bachfestivalflorida.org/media.

Developed in partnership with Knight, an internationally respected Orlando-based marketing and creative agency, the Bach Festival Society's Media page features

- **"BachGround"**: A history of the organization
- **"Melodious Details"**: Interesting details about the choir, its repertoire, and past guest artists
- **"It's all in the Numbers"**: Did you know each choir member donates over 300 hours each year in performance and rehearsal time?
- **"The People Behind the Notes"**: Information on our Artistic Director, Executive Director, and President
- **"Living a Life of Music"**: A look into the lives of several choir members who make this organization so special
- **"Feature Story Ideas"**: Great story ideas with plenty of detail

- **Links to recent stories** featuring the Bach Festival and its guest artists
- Dozens of **high-resolution photos** for download

“It’s wonderful to have such a great assemblage of information about the Bach Festival Society, its staff, choir members, and history in a single place for easy access,” said Executive Director Betsy Gwinn. “This will help us tell the story of this unique Central Florida treasure.”

“The choir members profiled on the site are people with demanding lives who sacrifice a significant amount of their time to bring great choral music to the Central Florida area. Being able to highlight them on our new media page is so important for the organization,” said Artistic Director and Conductor Dr. John V. Sinclair.

About the Bach Festival Society

The Bach Festival Society, located in Winter Park, Florida, is one of the longest continuously operating Bach Festivals in the country and among America’s great oratorio societies. The Bach Festival Society brings the highest caliber of classical music to Central Florida. Performances are held in the intimate settings of the Tiedtke Concert Hall and Knowles Memorial Chapel on the beautiful campus of Rollins College.

For more information regarding the upcoming season, please visit the Bach Festival Society website at **www.bachfestivalflorida.org**, call the Bach Festival Society at **407-646-2182** or visit the media-only page online at **www.bachfestivalflorida.org/media**

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