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FOR IMMEDIATE RELEASE

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Valley Symphony Chorus Gets Groovy

Concertgoers Encouraged to Dress the Part
“Sounds of the ‘60s and ‘70s” Concert Set for Sunday, March 25

Montrose, CO – The Valley Symphony Association (VSA) Chorus will “go retro” at their Sunday, March 25, 3 p.m. concert at the Montrose Pavilion. Under the direction of Allyson Connally, the chorus will perform “Sounds of the ‘60s and ‘70s” featuring music that includes selections from a host of popular artists of these artistically fruitful decades.

VSA Board Member and Chorus Alto Priscilla Fry encouraged people to attend and make an event of it. “People can get creative with this concert because the music and the era we’re focusing on is so recognizable and entertaining,” she said. “We’re hoping people will come dressed up in their bellbottoms and tie-dye and use it as a fun way to come together, be it a group of friends, a couple out for a date night, or a way multiple generations of a family can connect.”

The 60s and 70s are considered one of the most diverse and prolific musical eras of all time. Narrowing down concert selections of such a large, complex musical catalog was a challenge, yet one Connally, in her first year with the VSA Chorus, was happy to tackle. “There are exciting, cool harmonies, and we’ll have a rock band to back us for this concert, which makes sharing an afternoon with us such a pleasure.”

“People know and love this music,” Connally said. “There’s something for everyone—folk, revolutionary, pop, funk, Motown—so much of it is fun and relatable across generations.” The chorus will perform from a diverse list that includes Bob Dylan, Chicago, Fleetwood Mac, Neil Diamond, Paul Simon, The Eagles, Cat Stevens, James Taylor, Smokey

Robinson, Stevie Wonder, Earth, Wind and Fire, and more.

The music of this period is rich with meaning, and not just for people who grew up with it. “The music of this diverse and tumultuous era reflects how people responded to their world,” she said. Connally explained that music universally fosters empathy and a connection between humans, and experiencing it together brings people closer by providing a setting for shared experiences and fostering a sense of community. “Just as it reflects the social and political conflict that was happening then, we can similarly relate ourselves, given the times we’re experiencing now.”

Connally’s vision for the VSA Chorus is to grow concert attendance through presenting relatable and enjoyable concerts like this one. “There is so much music we can progress toward that will strongly attract people in our community to attend and enjoy what we have to offer,” she said.

“I am really looking to move toward stronger musical collaboration by including other local musicians, like we have by including a band for this concert,” Connally said. Her hope is that this approach will help the chorus reach out to more people within the community and across a whole spectrum of ages, which will help fill the venue and call for multiple performances of each concert. “The idea is to help people to understand and gain an appreciation for our VSA Chorus, and that it offers something unique and different—yet universally relatable—to the community.”

A chorus represents individual voices coming together as a unified one, so it serves as an apt metaphor for what can be achieved in accord between cultures, generations, religions, and ethnicities, from the local to the global.

“People sometimes have a hard time relating to choral music, so they shy away from it, when really, a chorus is, literally, a collaboration of human voices that come together in harmony,” Connally said. She noted the vast effort required by so many individuals to put a concert together musically, including the preparations required to work out rhythms, dynamics, and interpretation to arrive at a place with a musical product

ready and worthy of public consumption. “A choir paints such a great picture of teamwork, harmony, and collaboration within a group of diverse voices,” Connally said.

For information, upcoming concerts, the audition process, and tickets, visit ValleySymphony.net and on Facebook @valleysymphonyassociation.

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COURTESY PHOTOS

Photo 1:

Valley Symphony Association Chorus Director Allyson Connally

Photo 2:

2017-2018 Valley Symphony Association Chorus

About the concert, “Sounds of the 60s and 70s”

Sunday March 25, 2018

3:00 pm

Montrose Pavilion

Featuring the Valley Symphony Chorus

Revel in the music of the '60s and '70s with the Valley Symphony Chorus. Spanning one of the most diverse musical eras of all time, these artistically fruitful decades inspired artists from Joni Mitchell to James Taylor, Otis Redding to Earth Wind and Fire--and more! We'll take you on a journey highlighting two decades of American-born rock and pop--we'll even get soulful and funky. Lean back and enjoy swaying ballads or try to stay in your seat with rocking rhythms. Pure fun!

About the Valley Symphony Association

Since 1970, the Valley Symphony Association orchestra and chorus has culturally enriched the community and its members by bringing together some of the best volunteer musicians from the North Fork and Uncompahgre Valleys to discover and perform works of great composers, past and present. Performance styles range from classical orchestral to upbeat pop, from purely instrumental to a combination of orchestra and chorus.