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INTRODUCING VIVA VOICES CHORAL ORGANIZATION

A Brand New Choral Community for Greater Cincinnati/Northern Kentucky

COVINGTON, KY, June 2021 - This fall a brand new choral organization will be launched in the Greater Cincinnati/Northern Kentucky area. Viva Voices Choral Organization seeks to provide high quality, affordable community choral experiences for people of all ages.

While the Cincinnati metro area has many wonderful choral organizations, Viva Voices is different in that it strives to provide a choral experience that is affordable, multi-generational, diverse, and high in quality.

The organization includes choirs for elementary-age children through adulthood, under the umbrella of one organization. Viva Voices strives to share the love of the life-enriching art of choral music with people of all ages – creating a life-long choral "home" for area singers.

The great choral conductor Robert Shaw once said, "...music is not a luxury but a necessity...it is the persistent focus of man's intelligence, aspiration, and good will." Viva Voices believes that music has the power to connect people -- in its performance, in its messages, and in its ability to inspire and uplift. And by connecting multiple ages, multiple audiences and common themes, Viva Voices brings a unique approach to choral singing in our community.

Viva Voices is led by veteran choral conductor and professional singer, Tony Burdette. "We are so excited to launch this new choral organization," says Burdette. "As we emerge from the pandemic, we believe there will be a longing for singing like we've never seen before. In addition, we believe people

are craving community after being isolated for over a year. Choral singing uniquely provides a rich social experience in addition to the wonderful music-making."

Viva Voices will launch four brand new choirs this fall. The *Viva Voices Children's Choir* is for children grades 4-7. The *Viva Voices Youth Chorus* is for students in grades 8-12. The *Viva Voices Chorale* is for all adults. The *Viva Voices Chamber Ensemble* is a choir of 16-18 auditioned singers from within the Chorale. All choirs will rehearse at Madison Avenue Christian Church in Covington, with rehearsals beginning in September.

Auditions are required for the Children's Choir, Youth Chorus, and Chamber Ensemble. The Chorale, the adult chorus, does not require an audition but music-reading skills are recommended. Each choir will meet weekly for rehearsals on a 10-week semester schedule ending with a concert. Following the fall term, there will be a winter break and will then resume in mid February for the spring semester.

Interested singers, and parents of interested students, are encouraged to visit the Viva Voices website, www.vivavoices.net, to learn more. Specific rehearsal dates, concert dates, information about auditions, tuition, and registration can be found there.

Viva Voices is also pleased to acknowledge ***Dinsmore & Shohl*** law firm as Presenting Sponsor for this season.

Viva Voices Choral Organization's mission is to share the joy of singing with all! Its vision is to connect people with a common goal of making quality choral music that celebrates our common humanity, to create beauty and spread joy through choral music, and to cultivate passion for the art of choral music.

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