

The Queensland Orchestra

MEDIA RELEASE



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Orchestra gets savvy online

The Queensland Orchestra has launched its new website at www.thequeenslandorchestra.com.au boasting easier navigation, faster results and an overall more dynamic experience.

Users can view the Orchestra's TV commercial, read the Season Book as an online magazine, read reviews, programs and media releases, view artist biographies and images, 'have their say' in an online feedback tool and subscribe to one of three e-newsletters.

The current online database of 3600 receives fortnightly updates about Orchestra and other arts events in addition to special offers and competitions with prizes ranging from free movie tickets to \$500 Orchestra subscription packages.

The website revamp has come about in response to the need for open-source software to extend the longevity of the site.

Bluewire Media Managing Director, Adam Franklin, said adding the state Orchestra to the agency's web design portfolio has been a milestone for the company.

"The Queensland Orchestra is the first arts company we've had the pleasure of working with," Mr Franklin said, "our team has also had the opportunity to experience The Queensland Orchestra in concert and we were immediately impressed by the amazing people and brilliant music."

The Queensland Orchestra Chief Executive Officer, Patrick Pickett, said this new website is only the start of a new online presence to come for the company.

"We are investing our time and effort into researching new and better ways to exploit the Internet and look forward to drawing new audiences to the Orchestra via this popular medium."

Next concert for the Orchestra is Classics 2: Imogen Cooper Plays Mozart at 7pm on Friday, May 22 at QPAC Concert Hall. Tickets from \$51 through Qtix.com.au or 136 246.

For more information please contact:

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