



## PRESS RELEASE

**Contact:** Nika Hancock  
**Phone:** 979-696-6100  
**E-mail:** [office@bvso.org](mailto:office@bvso.org)  
**Website:** [www.bvso.org](http://www.bvso.org)

FOR IMMEDIATE RELEASE

### THE PREMIERE MARKET RETURNS: BVSO'S UPSCALE SHOPPING FUNDRAISER

*February 16, 2016 College Station, TX* – The Brazos Valley Symphony Society is bringing high-end merchants and shoppers with discerning tastes together again for the 4th annual market fundraiser at The Brazos County EXPO on Friday, Saturday, and Sunday, April 15, 16, & 17. The Premiere Market will feature an exquisite collection of the finest merchants selling specialty gift items, unique home accessories, designer fashions for adults and children, custom designed and heirloom jewelry, gourmet foods, and much more. Proceeds from the Premiere Market will benefit the cultural and educational programs of the Brazos Valley Symphony Orchestra. Market Sponsors include: Shopping Days sponsored by FedStar Credit Union. Additional Gold Level sponsors include The Arts Council, The City of Bryan, The City of College Station, The Matthews Group, Lamar Advertising, and H-E-B.

This upscale shopping experience comes in time for Mother's Day, graduations, Father's Day and even summer weddings. But shoppers won't need a special occasion in mind as there will be many items for "feathering the nest" and self-pampering, too. Lou Ellen Ruesink, Merchant Coordinator and Symphony volunteer, is excited about the group of merchants that will be presented for the fundraiser. "Once again we will fill the large exhibit hall at the Brazos Expo with the latest, most exciting fashions from vendors throughout the state and beyond," said Ruesink. "Many of our customer favorites will return with their bestselling fashions, jewelry, and gift items. New products this year include grill mats, barbeque sauces and rubs; loose teas and teapots; men's dress shirts and sophisticated neckwear; as well as new gourmet items and pampering products," added Ruesink.

Market organizers are gearing up for three days of shopping, beginning with an exclusive Sneak Peek Party on Friday, April 15<sup>th</sup>. The Sneak Peek will again be an event not to miss. This special preview event will give eager shoppers "first pick" at the selections while enjoying delicious hors d'oeuvres, champagne and musical entertainment during the evening from 5:30 to 8:00pm. Some merchants will be offering special discounts that will not be offered during the other Market days. Admission is \$35 per person or \$65 for two and reservations are requested by April 8, 2016 via the BVSO Office at 979-696-6100 or on-line at [bvso.org](http://bvso.org).

On April 16<sup>th</sup> and 17<sup>th</sup>, everyone is invited to "shop in support of the symphony" at the Brazos County EXPO from 10am-6pm on Saturday and 10am-4pm on Sunday. Delicious and tasteful "tea room" menu selections will be available to shoppers in need of a snack or meal throughout the shopping days. Individual passes (\$5 per person) for the public shopping days will be on sale at the door and the price includes entry to the Premiere Market on both Saturday and Sunday.

"Muffins, Mimosas & More", a special VIP Shopping Event on Saturday, April 16<sup>th</sup> from 9am to 11am. This morning promises guests the VIP treatment with a complimentary mimosa (or non-alcoholic alternative to those under age), gourmet muffins and other breakfast goodies, a coffee

bar, and the best part . . . private shopping for VIPs only from 9am to 10am before the crowds arrive. This market highlight is sure to start the shopping day off right. We encourage shoppers of all ages to treat themselves and have fun shopping with their friends bright and early to get the good stuff. Admission for "Muffins, Mimosas & More" will be \$15.

For the first time, the Friends Association of the Symphony Orchestra (FASO) will be holding the "Dressed To A Tea" fashion show during the Premiere Market. Gail Henry, FASO President, emphasizes the changes at this year's show. "Dressed To A Tea has had a makeover! This year the fashion show and luncheon will present the latest fashion ensembles expertly put together, and all available from the merchants at Premiere Market." said Henry. "I'm excited for you to experience the lights, cameras, and all the action of this entertaining and impressive presentation of fashion. See you there!" Admission to the fashion show and luncheon is \$55 and will take place on Saturday, April 16<sup>th</sup> from 12:30 to 2:30pm.

New this year will be "Bacon, Bloody Marys, and Bargains" on Sunday April 17<sup>th</sup>. This event will feature bacon themed food as well as Bloody Marys sold by concessions, and the exciting opportunity to shop for free! **There will be no entry fee during the event from 10 AM – 12 PM.** This is a great time for people who have not attended in the past to see what is offered. Merchants will offer wonderful discounts and specials during this time as well.

Premiere Market Co-Chair, Jennifer Fredericks, encourages everyone to come out and shop the Market, "I'm really excited about our Market this year with its extended weekend shopping hours. I think it's going to give so many more people the opportunity to shop and to attend the special events we have planned," said Fredericks. "For the first time, we are offering buy one get one free admission to students with a valid student ID, we are having bargain shopping hours Sunday morning and on both days of the market we will have mini-seminars from our merchants featuring everything from cooking a 15-minute meal, to taking an outfit from day to night with accessories, to packing for the weekend in one small hanging bag."

Interested shoppers are encouraged to "like" the Premiere Market on Facebook and follow us on Twitter for merchant spotlights, giveaways and more information leading up to the event and all the special features of the market. The Facebook address is "PremiereMarket" and the Twitter handle is @PremiereMarket. More information can also be found by visiting [premieremarket.org](http://premieremarket.org) or [bvso.org](http://bvso.org) or by calling the Symphony Office at (979) 696-6100.

The daily shopping passes will be \$5 and available upon entry. All special event reservations and pricing information is available on the Premiere Market website.

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*About the Brazos Valley Symphony Orchestra: The BVSO is a non-profit performing arts organization with the mission to maintain a symphony of high artistic standards, and to promote the musical arts for cultural and education purposes in the Brazos Valley. For more information about the Symphony's 2015-2016 Season, please visit the Brazos Valley Symphony Orchestra Web site at [www.bvso.org](http://www.bvso.org).*

#### Thank you to our Premiere Market Gold Level Sponsors:



This program made possible in part through Hotel Tax Revenue funded from the City of College Station and the City of Bryan through the Arts Council of Brazos Valley.

#### The Brazos Valley Symphony Society wishes to recognize and thank our grant funding providers, and charitable trust contributors:

*Nina Astin Winkler Charitable Trusts, Ham Family Trust,  
Gilbert & Thyra Plass Arts Foundation, Gilbert & Thyra Plass Charitable Trust  
Texas Commission on the Arts, and the National Endowment for the Arts*

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