



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **BVSO'S UPSCALE SHOPPING FUNDRAISER: PREMIERE MARKET'S FIFTH YEAR**

*March 3, 2017 College Station, TX*—The Brazos Valley Symphony Society is once again bringing exquisite merchants and shoppers with discerning tastes together again for the 5th annual market fundraiser at The Brazos County EXPO on Thursday, Friday, and Saturday, March 30, 31, and April 1. The Premiere Market will feature a delightfully varied collection of fine 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, and H-E-B.

This upscale shopping experience comes in time for Easter, 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. "Shoppers who have come to past Premiere Markets will be impressed with how our market has grown in quality and variety. Over half of our vendors will be new to the market this year, so there will be lots of new merchants and items to see—six participated in Houston's Nutcracker market last year. Seventy-five percent of our merchants will come from out of town, bringing new, innovative products not found in local stores," said Ruesink. "For instance, one of our new vendors sells orthopedic flip-flops for men and women of all ages. There will also be more food tasting booths, and more seasonal decorations than in previous years. Other new offerings are leather products for men and women and Christian stationery products," continued Ruesink.

Market organizers are gearing up for three days of shopping, beginning with an exclusive Sneak Peek Party on Thursday, March 30<sup>th</sup>. The Sneak Peek will again be an event not to miss and will have a fun "Springtime in Paris" theme this year. 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 offer 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 March 28, 2017 via the BVSO Office at 979-696-6100 or on-line at [premieremarket.org](http://premieremarket.org).**

On March 31<sup>st</sup> and April 1<sup>st</sup>, everyone is invited to "shop in support of the symphony" at the Brazos County EXPO from 10am-6pm on Saturday and 9am-5pm 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 Friday and Saturday.

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“Muffins, Mimosas & More”, a special VIP Shopping Event on Friday, March 31<sup>st</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 in advance or at the door.

“Bacon & Bloody Marys” will bring out early shoppers on Saturday, April 1<sup>st</sup>. This event will feature bacon themed food as well as Bloody Marys sold by concessions, and the exciting opportunity to shop in style. This is a great way to start your weekend right and you can get your breakfast on site.

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 shopping hours and the exciting theme I have planned for the Sneak Peek Party. I feel like this is a great way for everyone in the community to support the arts and have so much fun doing it,” said Fredericks. “The more people shop and buy, the more support will ultimately come to the Brazos Valley Symphony Orchestra. I feel like people need to buy gifts for all these upcoming occasions or are looking for unique items for themselves or their home—so why not shop the Premiere Market and support a local arts organization too?”

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 2016-2017 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:

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