



PRESS RELEASE

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FOR IMMEDIATE RELEASE

THE BVSO'S UPSCALE SHOPPING FUNDRAISER IS BACK AND BETTER THAN EVER

January 27, 2014 College Station, TX—The Brazos Valley Symphony Society is bringing high-end merchants and shoppers with discerning tastes together again in a NEW location at The Brazos County EXPO on Thursday, Friday, and Saturday, April 3, 4, & 5. The Premiere Market fundraiser will feature an exquisite collection of the finest merchants from Texas selling specialty gift items, unique home accessories, designer fashions for adults and children, custom designed and heirloom jewelry, and much more. Proceeds from the Premiere Market will benefit the cultural and educational programs of the Brazos Valley Symphony. Market Sponsors include: Shopping Days sponsored by FedStar Credit Union, Sneak Peek Party sponsored by Sterling Auto Group, Girls Night Sponsored by Brazos Valley Floor & Design and The Matthews Group is the Creative Sponsor.

This upscale shopping experience comes in time for Easter gift-giving, 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. The Premiere Market merchants were reviewed and selected by a judging panel and only the most unique and desirable retailers were selected to complete the line-up for this top-notch shopping experience.

Lou Ellen Ruesink, Merchant Coordinator, Brazos Valley Symphony Board Member and volunteer, is pleased and excited about the group of merchants that have been selected for the fundraiser. "Shoppers will be delighted to know that most of our 2013 top sellers and customer favorites will be returning to Premiere Market 2014," said Ruesink. "In addition to returning vendors, we have handpicked and recruited top quality merchants from around the state to bring a diverse market appealing to a broad range of customer tastes. New products this year include specialized pampering products, pet specialty items, lace rompers and bows for toddlers, personalized Easter baskets, custom bound memory books, and duck decoys and other items to appeal to the outdoorsman," added Ruesink.

Market organizers are gearing up for three days of shopping, beginning with an exclusive Sneak Peek Party on Thursday, April 3rd coordinated by Candy Rust and Ann Wiatt and sponsored by Sterling Auto Group. The special preview event will give eager shoppers "first pick" at the selections while enjoying delicious Chef's selections catered by Veritas and Global Event Group, champagne and musical entertainment during the evening from 5:30 to 8:30pm. The Sneak Peek was extremely well attended last year and will again be an event not to miss. Admission is \$25 per person and reservations are required no later than March 20, 2014 via the BVSO Office at 979-696-6100 or on-line at bvso.org.

On April 4th and 5th, everyone is invited to "shop in support of the symphony" at the Brazos County EXPO from 10am-8pm on Friday and 9am-4pm on Saturday. Delicious and tasteful "tea room" menu selections will be available to shoppers in need of a snack or meal throughout the

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shopping days. Entertainment groups from the Brazos Valley will take the stage throughout the shopping hours, too. Individual tickets (\$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.

In addition to regular shopping, customers can also participate in the silent auction. The auction will feature top-selling items from every merchant in the market and is a great opportunity to get highly desirable finds for possibly less than retail prices.

New this year will be “Girls Night”, a special evening sponsored by Brazos Valley Floor & Design on Friday, April 4th from 5:30pm to 8pm. This night promises to be filled with unique features including to-die-for door prizes, signature cocktails and a fashion showcase. This market highlight is sure to dazzle and groups are encouraged to attend making for a fun girls night out for women of all ages to get away from it all and have some fun shopping with their friends. Admission for “Girls Night” will be \$5 at the door.

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 <http://bvso.org> or by calling the symphony office at (979) 696-6100.

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About the Brazos Valley Symphony: The Brazos Valley Symphony 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 2013-2014 Season, please visit the Brazos Valley Symphony Web site at www.bvso.org.

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

Nina Astin Winkler Charitable Trusts, Joe S. & Florence S. Ham Charitable Trust, Gilbert & Thyra Plass Arts Foundation, and Gilbert & Thyra Plass Charitable Trust



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