

Tucson Chamber Artists

We sing. We play. We inspire.

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For Immediate Release

A new name, same incredible music

TCA to Launch 12th Season as “True Concord Voices & Orchestra”

Tucson, AZ (Mar. 23, 2015)—Tucson Chamber Artists announced last week that, effective July 1 of this year, the organization will change its name to True Concord Voices & Orchestra. The organization unveiled its new name during a special donor recognition event March 15 and at the final concerts of the season March 20-22.

In an email sent to all subscribers, TCA stated the change was due to a number of factors, including frequent public confusion between TCA and other organizations, including the Tucson Chamber of Commerce and the Arizona Friends of Chamber Music. The name also does not reflect the true nature of the type of music performed by TCA, which blends professional choral and orchestral musicians in contrast to much smaller forces for traditional chamber music.

"The name, *Tucson Chamber Artists*, has caused confusion with those who don't know who we are or what kind of music we perform," said Eric Holtan, TCA's founder and music director. "Many see the word 'chamber' and think we perform chamber music. If they don't like string quartets and piano trios, they won't come."

TCA has had continued growth in both audiences and donors in its first 11 years. Holtan said he believes the new name will help attract even more audience, as well as better express the experience of its music.

The inspiration for the name comes directly from Shakespeare's poetry about music, where he speaks of '. . . the true concord of well-tuned sounds . . .', Holtan explained. The full text of the poem can be found [here](#).

"To me, these words describe those special moments in music when the hearts and minds of the musicians and the audience become one," he added. "In his *Sonnet No. 8*, Shakespeare refers to the 'true concord' of both vocal and instrumental music coming together in harmony, describing music's ability to bring us together. His use of 'concord' jumped out at me, and I was surprised to learn that it has a musical definition: the combination of simultaneous and harmonious tones. And as I dug deeper, I was even more impressed to learn that it comes from 14th century old French: con – 'together' + cor – 'heart.' Hearts together.

"When I added Shakespeare's word "true," I realized that **True Concord** is more than a name. It is a concept, a place and an experience. It represents the power of our shared emotions during our concerts," Holtan expressed.

TCA will continue to promote that the organization was founded and is based in Tucson, Arizona.

"This is our home," Holtan emphasized. "We have no plans to move our organization anywhere else."

True Concord's new season begins in October, and will involve a dynamic mix of its choral and instrumental musicians performing works that represent the diversity of the organization's music. True Concord will also participate again in the Tucson Desert Song Festival in January.

The 2015-2016 season schedule is attached.

To order, go to <http://www.tucsonchamberartists.org/buy-tickets/>, or call (520) 401-2651.

About Tucson Chamber Artists

Tucson Chamber Artists (TCA) is southern Arizona's professional chamber choir and orchestra. Founded in 2004 in Tucson, AZ, TCA's mission is to enrich lives through the transformational power of classical music. We accomplish our mission primarily through the performance of masterworks and the diverse music of America.