



Date: Wednesday, Feb. 4, 2015

Contact: (317) 229-7082

Roche Diagnostics becomes first title sponsor of Indianapolis Symphony Orchestra's Metropolitan Youth Orchestra

INDIANAPOLIS – The Indianapolis Symphony Orchestra announced today Roche Diagnostics Corporation as the inaugural title sponsor for the Metropolitan Youth Orchestra (MYO), the Orchestra's youth development program.

"We are pleased to welcome Roche Diagnostics as the first title sponsor for the Metropolitan Youth Orchestra and grateful they share our enthusiasm for transforming children's lives through music," said Gary Ginstling, chief executive officer of the ISO. "Roche's support ensures that MYO will continue to impact the lives of hundreds of students and families in central Indiana."

MYO is a youth and family development program currently serving 235 low-income students in grades K through 12. The program engages students through music education and performance while also providing the positive role models, mentoring and college awareness, and family support services necessary for students' long-term personal success. In the 2013-2014 season, all 12 graduating MYO seniors had enrolled in four-year universities including Yale, University of Michigan, Purdue University, Ohio State, IUPUI, Ball State University and Indiana State University. Since the ISO took over MYO in 2008, 100 percent of all graduating seniors in the program have gone on to some kind of post-secondary education.

The 2015-2016 season will mark the 20th anniversary of the program.

"As the world leader in *in vitro* diagnostics, Roche has a long history of supporting music as a way to express our commitment to innovation," said Jennifer Zinn, vice president of strategic affairs for Roche Diagnostics. "We're thrilled to partner with the ISO to support the important mission of the Metropolitan Youth Orchestra, which has such a profound and positive impact on the futures of students, their families and our community."

The next MYO performance will be Sunday, March 15 at 3 p.m. at Broadway United Methodist Church. The MYO Concerto Concert will feature soloists and ensemble performances by students of all ages. All MYO concerts are free and open to the public.

MYO is one of a dozen family and community engagement programs offered through the Indianapolis Symphony Orchestra to inspire students, families and teachers through musical experiences.

###