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CONTACT: Johnny Rogers  
480.751.1007 x103  
johnny@zionandzion.com

## **MESA SYMPHONY ORCHESTRA APPOINTS ZION & ZION EXECS AS BOARD VICE PRESIDENTS**

***The Mesa Symphony Orchestra has appointed execs of leading mid-sized Phoenix marketing firm Zion & Zion to be co-Vice Presidents of its board of directors.***

Phoenix, AZ – November 6, 2005 – The Mesa Symphony Orchestra, about to enter its 50<sup>th</sup> year, has appointed Aric Zion and DuGué Zion, of leading mid-sized Phoenix marketing firm Zion & Zion, to its board of directors. The announcement comes at a time when the symphony is preparing for a rebirth, and the Zion's, bringing to bear their firm's expertise in marketing strategy, advertising, and public relations, are expected to lead the way.

The Symphony has a long history of success in Mesa, AZ and the Greater Phoenix area, but with the opening of the new Mesa Arts Center, the symphony's new venue, a new level of marketing strategy is being brought to the table.

MSO executive director, Dr. Guillaume Grenier-Marmet states, "We're extremely proud and enthusiastic about having the leaders of such a prestigious firm join our Executive Board. We've already started to see the benefits of their marketing expertise and community connections."

Zion & Zion's tremendous past success and experience with both for-profit and non-profit organizations is expected to help reinvigorate the symphony's image and broaden its appeal.

Zion & Zion COO DuGué Zion remarked, "We plan on starting with a detailed market segmentation exercise, followed by an overhaul of the symphony's brand. That will enable the symphony to engage new audiences and to instill in the community's next generation an interest in both the symphony's performances and its continued financial stability."

Already in the works are plans to secure sponsorship from Salt River Project, Casino Arizona, and Boeing.

Those interested in supporting the symphony can contact the symphony directly at [www.mesasymphony.org](http://www.mesasymphony.org).

### **About The Mesa Symphony Orchestra:**

For almost 50 years, the Mesa Symphony Orchestra has been providing high quality, memorable musical entertainment to the Greater Phoenix area.

### **About Zion & Zion:**

With operations based out of Phoenix and Atlanta, Zion & Zion is a full service marketing strategy, advertising, public relations, and interactive marketing firm. Zion & Zion has clients across a broad range of industries including: healthcare, consumer products, higher education, food service, hospitality, fitness, telecommunications, pharmaceuticals, fine art, banking, and retail. Zion & Zion's employees include experts with graduate and post-graduate training in business, engineering, marketing, and consumer psychology as well as specialists in the areas of graphic design, web programming, public relations, and advertising.

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