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## **ZION & ZION HOSTS GERSHWIN SING-ALONG – GALA SYMPHONY FUNDRAISER**

***Zion & Zion Consulting Group partners Aric Zion and DuGué Zion, both Vice Presidents of the board of the Mesa Symphony Orchestra, will be hosting an upscale fundraiser for the Symphony this Saturday.***

Phoenix, AZ – June 9, 2006 – World-renowned conductor, Maestro Cal Stewart Kellogg of the Mesa Symphony Orchestra, will be leading a Gershwin, Porter, Rodgers and Hart sing-along at an upscale catered affair at the home of Aric Zion and DuGué Zion, principals of Zion & Zion Consulting Group, one of the Phoenix's leading marketing strategy firms with offices in both Phoenix, AZ and Atlanta, GA.

The event is already the talk of the town with dozens of prominent symphony supporters having RSVP'ed to the Zion & Zion sponsored event. "We're very happy to be able to do this for the symphony," remarked Zion & Zion COO DuGué Zion. "We expect it to be a great success."

Featured songs at the sing-along include "Someone to Watch Over Me", "Nice Work If You Can Get It", "Too Darn Hot", and "Why Can't You Behave". Maestro Cal Stewart Kellogg will be leading the sing-along. Maestro Kellogg's career includes a long list of achievements including having conducted 24 opera productions over 16 consecutive seasons for the Washington National Opera at the John F. Kennedy Center.

Zion & Zion CEO Aric Zion comments, "The Mesa Symphony Orchestra has had a great 49th year this past season, and as we go into the 50th year, we wanted the symphony to be in as strong a position as possible. That's why we put together this event."

While this weekend's event is now full up, DuGué Zion has indicated that Zion & Zion will likely host similar events in future.

### **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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