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**FOR IMMEDIATE RELEASE**

**Heifetz International Music Institute and Mary Baldwin renew agreement to host summer music program at Staunton campus through 2027**

**Staunton, VA, November 21, 2022** - Mary Baldwin University (MBU) and the Heifetz International Music Institute announced today that they will extend their agreement for Heifetz to conduct its world-renowned music program and its *Festival of Concerts* on MBU's Staunton, Va., campus through at least 2027.

Each summer, the Institute attracts exceptional young string musicians from around the world who live, study, practice, and perform in MBU's dormitories, classrooms, dining facilities, and concert halls for the duration of the intensive six-week summer program. The Summer 2023 program, which will take place from June 15–July 29, will mark the 11th year of the landmark partnership first established by MBU President Pamela Fox and Heifetz Institute founder Daniel Heifetz in 2011, when the Institute relocated from Wolfeboro, N.H.

"This partnership aligns perfectly with Mary Baldwin's commitment to supporting our local community by providing opportunities for cultural and educational enrichment," said MBU President Pamela R. Fox. "We are thrilled to continue to support this unique and highly acclaimed program that brings world-class musicians to study and perform on our beautiful campus, and in our beautiful city."

In addition to the summer program, which attracts thousands of visitors each summer to Staunton, the new five-year pact extends the partnership through the academic year as well, during which Heifetz faculty and alumni will present chamber music performances through the new [Heifetz Hear & Now](#) concert series. This new initiative includes classroom visits and interactions with MBU music students, and also provides a pathway for collaborative projects that will further enrich both institutions.

"The continued partnership between the Heifetz Institute and Mary Baldwin University is good news for both organizations and even better news for the Staunton community," noted Staunton/Richmond businessman and developer Robin L. Miller, a member of the Heifetz Institute Board of Directors who helped to shepherd the new agreement. "Mary Baldwin and Heifetz do so much to contribute to Staunton's growing reputation as the nicest, coolest, most tourist-friendly small city in Virginia, bar none."

The next concert in the new *Heifetz Hear and Now* series will take place in MBU's Francis Auditorium on Sunday, Dec. 4, followed by the popular *Heifetz Holiday Homecoming* on Friday Dec. 16. Season passes for the 2023 *Festival of Concerts* will go on sale Dec. 5. More information is available at [www.heifetzinstitute.org](http://www.heifetzinstitute.org).

**About Mary Baldwin University**

Founded in 1842, Mary Baldwin is a small, coeducational university offering a range of degree programs from bachelor to doctoral. It serves a diverse student population on its main campus in Staunton, Virginia, neighboring health sciences campus, and online. [www.marybaldwin.edu](http://www.marybaldwin.edu)

**About the Heifetz Institute**

Founded in 1996 by concert violinist Daniel Heifetz, and now under the leadership of Artistic Director Nicholas Kitchen, the Heifetz Institute is among the world's most competitive programs of its type, enrolling more than 150 violinists, violists, and cellists ranging in age from 9 to 30 from around the world. These elite young musicians attend

the Institute's six-week summer program on the campus of Mary Baldwin University in Staunton, VA, where they develop their technical skills under the tutelage of prestigious faculty, as well as their own distinct musical personalities via its unique [Heifetz Performance and Communication Training](#), featuring classes in Public Speaking, Drama, Wellness, Movement, and Freedom of Expression. The Institute's extensive *Festival of Concerts* serves as the experiential proving ground for both the intense string instruction as well as the Communication Training curriculum, with students performing in nearly daily concert presentations, featuring solo and chamber music masterworks, as well as lesser known repertoire with an emphasis on underrepresented composers. The Institute's other activities include the *Heifetz Ensemble in Residence* program, *Heifetz on Tour*, and the year-round Heifetz Music Shop, located in historic Downtown Staunton, VA. The Institute's industry-leading [YouTube channel](#) recently surpassed 14.6 million views, and 54,000 subscribers, offering audiences around the world the chance to experience the top-flight artistry and visceral energy of a Heifetz concert and showcase the dynamic arts and culture of the Shenandoah Valley.