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Heifetz International Music Institute presents

THE HEIFETZ 2023 FESTIVAL OF CONCERTS

57 concerts and events across Staunton and the Shenandoah Valley

Staunton, VA, May 23, 2023 - The sounds of strings will once again fill the summer air in historic [downtown Staunton Virginia](#), as the Heifetz International Music Institute returns for its 27th season with an [ambitious 57-concert lineup for its 2023 Festival of Concerts](#). 2023 marks the Institute's 11th anniversary in the Queen City, where through its renewed partnership with Mary Baldwin University, Heifetz students, faculty, and patrons will continue to live, study, dine, and perform on the beautiful MBU campus. The renowned Heifetz summer program, which attracts top young classical musicians from around the world, will present a robust series of concerts from **June 21 - July 29** featuring the Institute's extraordinary students, acclaimed teaching faculty, alumni, and special guests.

The Institute is highly competitive, this year enrolling 164 students ranging in age from 7 to 27, hailing from 15 countries internationally and 22 US states. These elite young musicians from across the globe attend the Institute's summer program to develop their technical skills as well as their own distinct musical personalities. In addition to an instrumental faculty considered among the top ranks of summer programs, with members from such institutions as The Juilliard School, The Curtis Institute, and New England Conservatory, the Heifetz Institute is recognized worldwide for its unique [Performance & Communication Training](#) method, which empowers young performers to perfect their artistry by developing their physical, mental, and emotional range through training in Public Speaking, Movement, Drama, Yoga, Freedom of Expression, and Dance.

"Daniel Heifetz founded an institute based upon a generosity of spirit and artistic mastery that aimed not only to give young artists the most expert guidance on their instruments, but also to communicate the magic of music when shared together in this concert setting," notes Artistic Director [Nicholas Kitchen](#). "The legendary musicians that make up our faculty guide the young artists through lessons and coachings, while the incredible Performance & Communication Training faculty widens the scope of what these young artists are able to discover within themselves through acting, speaking, movement, yoga and more."

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. "There is nothing quite like a Heifetz concert, especially when we're playing in our 'home arena' in the Staunton summertime," notes Heifetz Institute President & CEO [Benjamin K. Roe](#). "The brilliant artistry of our students and faculty, paired with the enthusiastic energy of our audiences, results in unforgettable performances night after night. On top of that, we'll be unrolling a number of new initiatives - including our new in-concert digital programs, improved lighting and signage, and the [Heifetz Mobile App](#) - that will further enhance the Heifetz concert experience."

In addition to recurring concerts in venues across Staunton, including MBU's Francis Auditorium, the Staunton Augusta Art Center, and Grace Christian School, the Institute will also present its annual free Independence Day Concert at [James Monroe's Highland](#) in Charlottesville, VA on Tuesday, July 4. The Institute's young artists will also perform at church services, senior centers, soup kitchens, and health care facilities, including the [innovative HeartStrings partnership](#) with Augusta Health that continues to offer virtual bedside concerts to patients and residents unable to attend performances in person. Additional outreach events include appearances at the Staunton Public Library (July 6) and Staunton Farmers Market (July 1 and July 15).

The Heifetz Institute's *Festival of Concerts* is part of a broader offering of exceptional artistic programming in the city that is unrivaled in the region. The Institute has partnered with [Staunton Music Festival](#) to create **Mozart in the Mountains**, a new marketing initiative that will continue to establish Staunton as a destination for stellar classical music programming all summer long, with world class concerts presented nearly daily from June 21 through August 20. "VTC's tourism marketing and sponsorship programs are designed to increase visitor spending by leveraging limited marketing dollars, to stimulate new tourism marketing through partnerships, and to extend the "Virginia is for Lovers" brand to drive visitation," said Rita McClenny, VTC President and CEO.

Tickets, season passes, and information are available at www.heifetzinstitute.org. Photos may be downloaded [here](#).