

# WCBJ

# WESTCHESTER COUNTY BUSINESS JOURNAL

# West ABC

February 7, 2011

## Kudos...



A future Nadja Salerno-Sonnenberg takes to the stage for Performathon 2010.

...To the **Music Conservatory of Westchester**, which recently raised \$11,551 with its Performathon 2010, an all-day marathon of student performances that included a holiday craft boutique, food and refreshments. Held once every two years, the Conservatory's Performathon 2010 featured about 225 students performing all genres of music, from classical and rock to jazz and opera.

Some 800 Conservatory friends, faculty, and parents attended the daylong event to support the Conservatory's ensemble and student performance fund. Conservatory students helped to raise more than \$7,000 of the grand total through sponsorships secured

prior to the event. The additional funds were raised through prize donations, as well as the TD Bank Event Sponsorship. Corporate donors included PepsiCo and Montblanc.

"It was thrilling to hear so many beautiful, polished performances, and to experience the warmth and excitement of our musical community," said Jean Newton, dean of students and faculty at the Conservator. "Performathon is a celebration of our students' and faculty's dedication, hard work and love of music."

Nancy Goodman, a Conservatory trustee and adult student, echoed that sentiment: "What impresses me about Performathon is that so many children are able to prepare pieces that require a lot of work and practice. Who says this is a short attention span world?"

Goodman, who performed during the event's closing hour, added, "I loved 'introducing' a Beethoven flute duet to an audience that hadn't heard it before."