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JACKSONVILLE SYMPHONY KICKS OFF FLORIDA BLUE AND YOU MATCHING CAMPAIGN

Jacksonville, FL (November 6, 2018) --- The Jacksonville Symphony will kick off their fall matching campaign on **Monday, November 12**. All new and additional gifts to the Symphony made November 12-December 31, 2018 will be matched dollar for dollar up to \$100,000.

The Jacksonville Symphony is now in its 69th season of enriching the human spirit through symphonic music thanks to the generosity and support of the North Florida community. During this decades-long history, families have shared their love of the Symphony by bringing their children and grandchildren to performances. This has created generations of families in the Jacksonville community that have experienced powerful Symphony presentations.

Florida Blue has been an integral part of this history by supporting the Jacksonville Symphony for 25 years. Florida Blue goes beyond health insurance. It's investing in the health and communities of all Floridians. This season the Symphony is thrilled to announce Florida Blue's generous support with a \$100,000 matching donation. All new and additional gifts to the Symphony made November 12-December 31, 2018 will be matched dollar for dollar up to \$100,000.

Last season there were 309 opportunities for the public to experience a Jacksonville Symphony program. The variety of Symphony presentations offers something exciting for any age; from the stirring *Florida Blue Masterworks*, *Symphonic Night at the Movies* and the *Fidelity National Financial Pops* series, the educational *Sound Investment Program* and festive holiday concerts. New generations of symphony-goers are enticed by the variety and accessibility of concerts, family-friendly events and special ticket pricing for our younger patrons such as the "Under 18 Free with Adult Ticket" program.

Those interested in making a donation can visit www.JaxSymphony.org/Florida-Blue-Campaign or call 904.807.1016.

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The Jacksonville Symphony is North Florida's leading music nonprofit offering live performances at Jacoby Symphony Hall in the Times-Union Center for the Performing Arts and other venues throughout the area. In addition, the Symphony provides music instruction for youth and operates the Jacksonville Symphony Youth Orchestras. For more information about the Symphony, visit JaxSymphony.org, like them at facebook.com/JaxSymphony; follow them on @jaxsymphony, on Instagram at JaxSymphony and on YouTube at JacksonvilleSymphony.