

**MEDIA RELEASE**

**LONDON SYMPHONIA BUILDS  
STRONG DIGITAL INFRASTRUCTURE  
THANKS TO \$75,000 ONTARIO GOVERNMENT GRANT**



Photo: Rachel Lincoln Photography

Terence Kernaghan, MPP London North Centre and April Voth, Executive Director, London Symphonia celebrate Ontario Trillium Foundation's investment in London Symphonia's new website and digital presence.

London, ON, May 28, 2024 – On Saturday, local MPP Terence Kernaghan joined the team at London Symphonia as they celebrated a \$75,000 grant they received from the provincial government's Ontario Trillium Foundation (OTF) with in-person and digital audiences before the orchestra's scheduled concert that evening. The grant has enabled London Symphonia to build an integrated multi-faceted digital presence. The new website and customer relationship management system will be launched in tandem with the London Symphonia 2024-25 Season.



“I am incredibly glad that the Ontario Trillium Foundation has provided this much needed grant to London Symphonia. The arts are timeless, but must always evolve to reach new audiences, and this grant will help them do just that. With new digital infrastructure, London Symphonia is poised to continue to inspire, move, and entertain audiences for many years to come,” said Terence Kernaghan, MPP for London North Centre.

This funding from the Ontario Government through OTF enabled London Symphonia to modernize operations and gain efficiency by leveraging technology. The new website and customer relationship management system replaces 10-year-old technology that has limited functionality today. Significant impacts of the new digital infrastructure on business and communications processes include the implementation of a robust new online box office, integrated technology to engage new audiences, and operating efficiencies, all of which will help future proof the organization.

“This investment from the Ontario Trillium Foundation is vital to our ability to build a sustainable future in the digital age,” said April Voth, Executive Director. “As a leader in London’s vibrant music and performing arts sector, London Symphonia continues to make important contributions to rebuilding the vibrant arts scene post pandemic.

“Our approach for responding to the new post pandemic world is mission driven, relationship-based and proactive. Maintaining relevancy and being prepared are vitally important goals that continue to guide us. We are deeply grateful to the Ontario Trillium Foundation for enabling us to build a robust digital presence which is critically important to our future success.”

London Symphonia is one of the finest professional regional orchestras in Canada. Incorporated in 2015, London Symphonia proudly carries on an orchestral tradition that began in 1937 as the only professional ensemble offering a full season of orchestral music in the London region. A successful, flourishing organization passionate about music, deeply connected to the community, London Symphonia is an anchor arts organization committed to excellence in all its musical, education and outreach activities, and improving quality of life throughout the community. A registered charitable organization, the orchestra is deeply rooted in the community through our outreach programming which enables us to connect with a diverse array of communities.

“Non-profit organizations across Ontario deliver programming that makes a difference,” said Neil Lumsden, Minister of Tourism, Culture and Sport. “That’s why funding that my ministry is providing through the OTF is so important. Our government wants to ensure that these programs and spaces remain the heart of communities across our province.”



The Ontario Trillium Foundation (OTF), an agency of the Government of Ontario, and one of Canada's leading granting foundations, celebrates 40 years of grant-making in Ontario and making a lasting impact in communities. Last year, OTF invested over \$115M into 644 community projects and partnerships across the province. Visit [otf.ca](http://otf.ca) to learn more.

Website: [londonsymphonia.ca](http://londonsymphonia.ca)

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