

Press Release



The City of London Festival announces BNY Mellon as 2010 Festival Sponsor

6 APRIL 2010– The City of London Festival has announced that BNY Mellon will be the lead sponsor of the 2010 Festival, which runs from 21 June to 9 July in various locations throughout the City and extending into Canary Wharf.

BNY Mellon is present across the city with offices in 10 London locations, including its European headquarters in the City and One Canada Square in Canary Wharf. A global financial services company operating in 34 countries and serving more than 100 markets, BNY Mellon is committed to enriching the cultural life of the local communities where it has a presence.

“Supporting the arts is an important part of BNY Mellon’s heritage” said Woody Kerr, vice-chairman of Europe at BNY Mellon. “As a global company, diversity is at the heart of what we do, and we are delighted to support such a wide-ranging programme of events that forms one of the highlights of the City of London’s cultural calendar”. In reference to this year’s Festival theme, the Portuguese-speaking world, he continued: “Given our presence in Brazil and the UK, we are especially pleased to help bring performances from some of the leading artists in the Portuguese-speaking world to the City of London”

Ian Ritchie, director of City of London Festival, added: “We are delighted that BNY Mellon is sponsoring the 2010 Festival. With the Festival’s international flavour and its diverse range of events, it is valuable to partner with a City-based firm that has both a global footprint and an enduring commitment to support a broad range of art forms”.

Events during the Festival include the presentation of music from Portuguese-speaking world featuring major artists such as Ponciano Almeida, Miguel Azguime, Deborah Colker, Antonio Meneses, Cristina Ortiz, Artur Pizarro, Patricia Rozario, Luis Tinoco and the late Heitor Villalobos.

There is a concert every Festival week in St Paul's Cathedral – Monteverdi *Vespers 1610*, Haydn *The Creation* and Beethoven *Symphony No.9* - and, once again, the Festival supports the new generation of classical music stars, presenting twelve early-evening concerts in City churches by BBC Radio 3 New Generation Artists and free lunchtime concerts in its Tomorrow's Artists Today scheme.

The Festival gets the Square Mile buzzing in the International Year of Biodiversity with 21 beehives installed in archetypal City locations and related music, poetry and art events happening throughout the Festival. Luke Jerram's Street Pianos project - *Play Me, I'm Yours* - returns by popular demand, with 21 pianos dispersed throughout the Square Mile and available for all to play during the three Festival weeks. The architecture of London's Square Mile - iconic buildings, exquisite churches, magnificent livery halls, private and public spaces – is the incomparable and unique setting for the City of London Festival.

www.colf.org

www.bnymellon.com

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Notes to Editors

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Throughout our 225 year history, BNY Mellon has supported non-profit organisations addressing cultural awareness and access, economic vitality, education and urgent human needs. We are proud to have worked with many of the world's leading art, cultural and philanthropic institutions, and to have supported them with charitable investment, sponsorships and through the volunteer efforts of our employees.

Additional information is available at www.bnymellon.com.