

## Merrily We Bowl Along!



J. HENRY FAIR



J. HENRY FAIR

LEFT: Posing for the camera before commencing their very important judging duties, our *Up Our Alley V* judges were (left to right): pianist Kevin Murphy, violinist Rachel Barton, pianist/composer Fred Hersch, jazz singer Kate McGarry, Judge-Wrangler and BC/EFA staff member Frank Conway, and soprano Heidi Grant Murphy. RIGHT: Micro-tones team captain, Scott Morgan, (second row, 3rd from left) and his teammates from Microsoft, won the award for Most Money Raised by a Team. Cha-ching!

**Y**ou were simply nowhere if you weren't in Manhattan in early June, participating in an event where "anyone who is anyone" was in attendance. We're talking about Bowlmor Lanes & Pressure coming alive with enthusiastic music-lovers who engaged in the antics of *Up Our Alley V: Classical Action's Fifth Annual Benefit Bowling Bonanza*. That's right, June 9th marked Classical Action's fifth consecutive year of welcoming, with open arms, our friends from the performing arts community and beyond to raise money and mayhem. And they did not disappoint – raising an amazing \$69,533.50 for individuals in the entertainment industry affected by HIV/AIDS and for organizations nationwide that provide services for persons with HIV and AIDS.

What can we say about the collective efforts that make *Up Our Alley* so successful, year in and

year out? Not enough. The energy and enthusiasm (and yes, money) that teams bring to Bowlmor Lanes mean so much to us. It's always great to see the usual cast of characters bowling their behinds off (not to mention occasionally falling on them), and this year newcomers Orchestra of St. Luke's, Broadway Video, Microsoft, among others, also joined us.

Speaking of behinds, we got to shake ours a little bit, because for the second straight year the post-bowling party continued at Pressure, and the party was off the hook! While the music played and the food was served and the drinks poured forth, prizes were awarded in the major fundraising and costume categories to the deserving recipients. There were also some less traditional prizes awarded such as "Perkiest Hair," "Most Likely to be

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### GIVING



## Why AIDS? Why Now?

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Food & Friends in Washington DC cooks and delivers nutritious meals to people with AIDS and other life-threatening illnesses.



STEVE J. SHERMAN

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Judy and Steven Gluckstern  
Michael Palm Foundation

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*in memory of Michael Palm*

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*Represents gifts made during our 2003 fiscal year,  
October 1, 2002 – September 30, 2003.*

MICHAEL PALM SERIES

Michael Palm always took a vicarious pleasure in classical music of all kinds, but most especially concerts by pianists. It's hard to believe that he would have been anything but overwhelmed by the program offered by superstar pianist **André Watts** on November 16, inaugurating the 2003-04 Michael Palm Series for Classical Action in New York City. Mr. Watts' customary warmth and charismatic presence were everywhere in evidence, as was his generosity in once again offering his extraordinary talents in support of Classical Action. Look to our next newsletter for more details and photos.

**Save the Dates**

**MARCH 8, 2004**

Joshua Bell, *violin*  
Simon Mulligan, *piano*

**APRIL 1, 2004**

Deborah Voigt, *soprano*  
James Levine, *piano*

*A limited number of tickets are still available for these concerts. Please call Classical Action at (212) 997-7717 for more information, or visit our website at [www.classicalaction.org](http://www.classicalaction.org) to purchase tickets online.*

## Chopin in Santa Monica

The stars must have been in perfect alignment the evening of Wednesday, November 12, when pianist Emanuel Ax treated a private audience to an evening of unalloyed musical joy in his performances of Chopin and Debussy.

This season marks the tenth anniversary of Classical Action. “Manny” Ax has been an integral part of our fundraising efforts since our very first year, when he performed a benefit concert for us and *AIDS Action Committee* in Brookline, MA, in 1993. A subsequent private house concert in Chicago raised significant funds for *Open Hand Chicago*, and his concert on November 12 helped Classical Action bring in funds which will be re-distributed to a number of the worthy AIDS organizations we support in the greater Los Angeles community.

For this evening’s benefit, our gracious host Aaron Mendelsohn opened up not only his spacious and elegant home in Santa Monica, but his one-of-a-kind Boesendorfer concert grand piano, to the delight of pianist and audience alike. Messieurs Chopin and Debussy would have listened with amazement to the extraordinary range of colors produced from that instrument under the hands of one of today’s great exponents of their music.

Thank you, Manny. Thank you, Aaron. Thank you, Sony Classical, for providing complimentary CDs. And thank every one of you in the audience who helped to make this memorable evening such a financial, as well as artistic, success.



LOIS GREENFIELD

Emanuel Ax

## SPOTLIGHT

### Behind the Scenes: Artist Management *By Charles Hamlen*

As an artist manager for fifteen years before embarking on a career in AIDS fundraising, one of the hats I wore on a fairly regular basis was that of a human buffer zone between the artists I looked after and the seemingly unending stream of requests for their services from worthy organizations seeking their support. My colleagues and I formed a sort of managers’ line of defense, if you will, there to shield the artists from an onslaught of solicitations. Those lines of managerial defense were pretty hard to crack if you were on the solicitation end! And yet, when it has been Classical Action making the ask, those same lines of defense have more often than not switched to the offensive line, presenting a positive face to artists about the work that we do and why it is important to support us.

Managers, publicists, personal assistants, recording executives – these are the people who form the core of the professional teams surrounding, supporting, developing and strategizing the careers of the artists they look after. They are not the face presented to the public; that role is reserved for the artists they represent. They are instead those faces and spirits behind the scenes who have graciously shared schedules, provided programs and program notes, sent photographs and biographies, arranged for the

donation of CDs and, more than anything, encouraged their artists to participate in our events whenever and wherever possible.

But the role of these crucially important “cogs in the wheel” is not limited to back-up help. They are often the pro-active instigators of good works, calling to suggest that artist X participate in a Classical Action event. Or artist Y would like to make a donation from his or her concert fees for an upcoming tour. Or would we be interested in enlisting the appearance of artist Z as a judge for one of our annual bowling marathons? And let’s not forget the very significant financial contributions made from countless individuals in the field, both individually and on the part of the firms and companies they represent.

All of my colleagues, past and present, make up an ever-expanding family of generous and supportive friends, whose help at every level has added immeasurably to the overall artistic and financial health of Classical Action.

To each and every one of you, thank you! And may we continue to take advantage of your generosity and good will!



Clients of Food Outreach in St. Louis, MO rely on the balanced meals provided to maintain good health.

## Why AIDS? Why Now?

**A**s you read about different trends of this disease in your newspapers or hear about them on TV, one thing remains true – people are still contracting and living with AIDS/HIV every day in this country and around the world. It is an ongoing issue. Particularly since 9/11, and given the current state of our economy, more people than ever are in need of the most basic day-to-day services that Broadway Cares/Equity Fights AIDS and Classical Action continue to fund through our National Grants Program and through six programs at The Actors' Fund of America.

Many AIDS service organizations have been forced to lay off staff, despite the growing needs of their clients – essentially serving more people with fewer resources. For some, these cuts are still not enough to remain operational. According to a recent article in *The Advocate*, a staggering number (nearly 65!) of HIV/AIDS service organizations have shut down since the late 1990s, including myriad food banks, hospices, and general support organizations. Among those that closed their doors due to lack of funding are Rainbow Home of Berks County (Wernersville, PA, 2001), Idaho AIDS Foundation (2002), Parkview Hospice Corp. (Indianapolis, 2001) and Bronx Community Works (2002) – all of whom received grants from BC/EFA on a regular basis. These closures left countless clients to search for support elsewhere. For homebound and disabled HIV+ clients, this means having to look beyond their local community for a new home and accessible services.

Even if an HIV+ person is not homebound or disabled and is able to work on a limited or full-time basis, the premiums for health insurance (and even the co-payments for costly medications) often make them unattainable without additional financial support from outside sources. The side effects of the medications alone or in conjunction with the debilitating effects of the disease itself can cause a person to be periodically or permanently dependent on the limited resources of unemployment. It is all the more important, therefore, that BC/EFA and Classical Action continue to fund organizations that provide basic services to the growing number of men, women and children who are infected with and affected by HIV/AIDS.

In this delicate economy, each additional dollar

raised for AIDS services meets a greater need than ever before. Below are some examples of challenges being faced today – growing challenges that Classical Action and BC/EFA hope to help individuals and organizations overcome with your continued support.

### FOOD BANKS

We all know how important it is to eat three nutritious meals per day, no matter what our medical condition may be. For someone with a compromised immune system, however, three nutritious meals per day are an absolute necessity in order to prevent a more serious deterioration of health. Without a consistent diet, maintaining fundamental strength and following a complicated medication regimen (often several pills several times a day, some to be taken with food and some to be taken on an empty stomach) becomes a daunting task. “Skipping lunch,” for instance, can have serious, detrimental effects. Food banks that second or third meal of the day, and assist clients by providing nutritional counseling and supplements free of charge or at a substantially reduced fee. Today, as people with HIV/AIDS continue to live longer, the services that food banks offer become increasingly necessary.

### TRANSPORTATION

Even if an AIDS service organization's client base were to remain constant with no significant increase in number, the cost to continue transporting people to their doctor's appointments and to fill prescriptions would increase. As we have all noticed over the last few years, gas prices

*“This very generous grant is the one bright, shining light in an otherwise gloomy wilderness of looming cutbacks of Section Eight Vouchers, wholly inadequate funding of HOPWA [Housing Opportunities for Persons With AIDS], and an ever-worsening housing affordability crisis here in Hudson County. Our thanks to the BC/EFA Grants Committee for continued faith in our efforts to serve the needs of the HIV+ community of Hudson County.”*

BC/EFA Nat'l Grants recipient,  
JC Connections/HudsonPride  
(Jersey City, NJ)

*“Because of your generosity, we have been able to pay for telephone service and utilities for dozens of people. In a rural setting such as ours, the effort to combat HIV/AIDS is done by our one agency for a 12 county area. Rural areas such as ours offer few job opportunities and with the economic slow-down, the opportunities are only going to decrease. Truly, for the many people here in East Texas, the money you have provided for the last three years has kept them healthy and alive.”*

BC/EFA Nat'l Grants recipient,  
Health Horizons of East Texas  
(Nacogdoches, TX)

and the cost of keeping a vehicle in good working condition are on the rise. AIDS service organizations have to absorb this additional cost at a time when their individual fundraising and government support are on the decline and, commonly, there are more clients in need of this essential transportation.

### GROUP SUPPORT PROGRAMS FOR CHILDREN

It is difficult for a kid to be a kid when s/he has to cope with adult-size challenges. At a time in their lives when they are supposed to be carefree, children with HIV/AIDS are faced with high stress situations that others often do not understand. The group counseling and camp experiences that BC/EFA help fund for youth living with or affected by HIV/AIDS show them that they are not alone. The special needs addressed in these programs help provide children with the tools required to manage these personal challenges, an integral part of ensuring they grow to become happy and healthy adults.

### ONE-TIME EXPENSES

Many organizations are struggling just to make ends meet without major interruptions in the services they provide to clients. With significant monetary constraints, it becomes increasingly difficult to budget for one-time, large operational expenses (such as replacing a broken dishwasher), which can increase productivity and allow the organization to better serve their growing number of clients. The "One-Time Expense" category of BC/EFA's National Grants Program enables us to provide grants to meet a particular need of an organization in case of unforeseen hardship, natural disaster, or to assist in a necessary one-time improvement, such as replacing drafty windows in a hospice to prepare for a cold winter and to reduce long-term utility costs.

### THE AIDS INITIATIVE OF THE ACTORS' FUND

HIV/AIDS continues to be a disease that profoundly affects the performing arts industry, and not just those on stage. Countless musicians, ushers, dancers, stage managers, set designers and sound and lighting technicians seek out the numerous services of The Actors' Fund, and specifically, the AIDS Initiative. By supporting this and five other programs of the Actors' Fund, BC/EFA and Classical Action are giving back to the very community that makes our fundraising endeavors possible.

A client of the AIDS Initiative receives assistance accessing low-cost health care and navigating the health insurance maze, referrals to job retraining (should the client's health improve), and access to other resources to help the client learn more about their diagnoses and how it will impact their lives and the lives of those around them. In 2002, the AIDS Initiative served 564 clients; 62 of these clients were new, and 8 passed away. As with numerous other HIV/AIDS organizations and programs, the AIDS Initiative had to lay off staff due to lack of funding in 2002, without interruption in services to their increased client base.

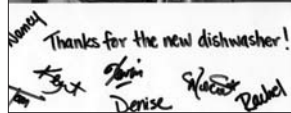
Classical Action and BC/EFA are doing what we can to ensure that these vital services continue to be available to an increasing number of people infected with and affected by HIV/AIDS. In the current climate of AIDS fundraising, more than ever, what we do together really does make a difference.

*Special thanks to Brian O'Donnell, Manager of BC/EFA's National Grants Program, for his assistance with this article. To request a grant application, call (212) 840-0770, x226.*

*To learn more about the service programs of The Actors' Fund of America, please visit [www.actorsfund.org](http://www.actorsfund.org).*



Getting food where it needs to go, Project Response AIDS Center in Fort Pierce, FL, loads their truck for delivery.



TOP: Open Arms of Minnesota says, "Thanks for the new dishwasher!" CENTER: Loving Food Resources in Asheville, NC, uses its BC/EFA grant to stock their food bank. BOTTOM: Kids enjoy Camp Sunburst, a BC/EFA grant recipient in Rohnert Park, CA.

*"My sincere thanks to you and your staff for your continued support of our FoodBasket out here in Hawaii. The demand continues to increase which is a good sign in that people are living longer. We continue to give quality food that people seem to enjoy. We remain small and grassroots in nature but big in heart & commitment."*

BC/EFA Nat'l Grants recipient, Save The Food Basket (Honolulu, HI)

*"Thank you for making me feel like a man when at times I felt less than human. Thank you for making me feel like an artist when my brain seemed fried. Thank you for taking care of me — one of your own."*

An Actors' Fund AIDS Initiative client



# Merrily We Bowl Along! (CONTINUED)

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Knocked Over by a Bowling Ball,” “Most Likely to Damage Your Eardrum,” just to name a few. Check out [www.classicalaction.org](http://www.classicalaction.org) for a complete list of winners and categories and more pictures.

Congratulations, and many, many thanks to all of this year’s winners. Because of you, the *real* winners are those who will benefit from your fundraising efforts. And thank you to the staff at Bowlmor Lanes, especially Jessica Setford, for your generosity and for taking such good care of us. You’re the best, ball none!



ALL PHOTOGRAPHS BY J. HENRY FAIR



There’s always a first time for everything. A big welcome and thanks to the following organizations who were among the first-time participants in *Up Our Alley*: LEFT: Boosey & Hawkes, music publishers since 1760, are now *Up Our Alley* participants since 2003. TOP LEFT: Our friends from right across the street, Broadway Video, were at home in the spotlight. We wouldn’t mind buying a video starring this group, would you? TOP: Our uptown friends, Lincoln Center for the Performing Arts, not only bowled, but they were kind enough to donate tickets as part of our prize packages. Thank you! ABOVE: *Opera News* gets extra props for being “double first-timers”: it is the first time they made an appearance at *Up Our Alley* and the first time they ran an article about our bowling event in their prestigious publication (August 2003 issue).

**Newsletter**

**Mary-Shannon Ryan**  
Editor

**Design 158**  
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**Stevens Bandes Graphics Mgmt.**  
Printing



*Classical Action is a fundraising program of Broadway Cares/Equity Fights AIDS*

PARTICIPAT

American Bowling Congress –  
*Little Rascals & Princess*  
\*American Symphony  
Orchestra League –  
*The Odd Balls*  
\*Boosey & Hawkes –  
*Madame Butterfly*  
\*Broadway Video –  
*The Lois Lanes*  
Brooklyn Philharmonic –  
*Brooklyn’s Got Balls!*

\*The Chamber Music Society  
of Lincoln Center –  
*Septet for Pins*  
\*Classical Action –  
*Charlie’s Angels (6 teams)*  
Cohn Davis Bigar  
Communications  
\*Colbert Artists Management –  
*Alley Oops!*

\*Columbia Artists Management  
Inc. (2 teams) –  
*Royal Concertgebowl,*  
*Bowling for Mahlers*  
EOS Orchestra –  
*A New Way To See Bowling*  
\*G. Schirmer, Inc. –  
*Clair de Lane*  
ICM Artists (2 teams) –  
*Ligeti Split,*  
*Don’t Be Messiaen With Us!*

\*IMG Artists –  
*Lang-Lang Shot*  
\*John Gingrich Management  
– *Ten Pin Alley Cats*  
\*Kirshbaum Demler &  
Associates –  
*The Magnificent 7-11*  
\*Lincoln Center for the  
Performing Arts –  
*Producer Exempts*

DONATIONS

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| Blockbuster                | Late Show               |
| Bowlmor Lanes & Pressure   | with David Letterman    |
| Café Loup                  | Lincoln Center          |
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| Chez Es Saada              | Naked Boys Singing      |
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| J. Henry Fair              | Union Square Café       |
| Fred's at Barneys New York | ViceVersa Restaurant    |
| Gay Gotham Chorus          | World Yacht New York    |



ALL PHOTOGRAPHS BY J. HENRY FAIR

Music, Maestro... please!  
Eos Orchestra (top), Brooklyn Philharmonic (above), New York Philharmonic (right) and Orchestra of St. Luke's (far right) all tuned up...er, I mean turned up... for our annual benefit bowling bonanza.



ING TEAMS

- David McClain –  
*The Uptown D Express*
- Meet the Composer/David Bury & Associates –  
*The Note-a-Bowls*
- \*Microsoft –  
*The Micro-tones*
- \*New York Philharmonic (2 teams) –  
*Requiem for 10 Pins,*  
*The Maazelots*

- \*Opera News –  
*The Opera News Guttersnipes*
- \*Orchestra of St. Luke's –  
*Bowl Canto*
- \*Pomegranate Arts –  
*Pomegranate Pinheads*
- Steinway & Sons (3 teams) –  
*Henry's Hackers,*  
*Loose Keys,*  
*Whippins*

- \*Universal Classics (4 teams) –  
*Andrea Bowlcellis,*  
*Anne-Sophie Gutter,*  
*Lord of the Pins,*  
*Papa Sanchez and the*  
*Jungle of Love*

- BC/EFA (staff working event) –  
*Split Happens,*  
*Six Pins Under,*  
*Chief Edna Bowllock and the*  
*Hairspray Tribe*

- \* *Congratulations on exceeding the \$1500 team fundraising goal!*

**See something you like?**

Tell Grandma, Santa, or your Sweetheart to shop for your gift at Classical Action.

Three ways to order:

**1. ONLINE.**

View the entire Broadway Cares/Equity Fights AIDS catalog and place your order 24 hours a day at [www.broadwaycares.org](http://www.broadwaycares.org).

**2. BY PHONE.**

Call the BC/EFA Retail Outreach department M-F 10AM-5PM at 212-840-0770, ext. 250.

**3. BY MAIL.**

Request a catalog by calling the above number, or by e-mailing your name and mailing address to [merritt@bcefa.org](mailto:merritt@bcefa.org). Fill out the order form in the catalog, and send back to BC/EFA.

# One STOP Shopping!

For those of you who are starting to sweat and feel the stress of the holidays right around the corner... STOP. Relax. We have the perfect alternative to the mad rush of department stores, flea markets and boutiques. Save yourself that crazy trip to the mall by shopping for the perfect gift from Classical Action and Broadway Cares/Equity Fights AIDS online, by

telephone, or by mail (see ordering instructions at left). In doing so, you will brighten the holiday season for persons living with HIV and AIDS. For your perusal, below are just a sample of the more than 200 Classical Action and BC/EFA gifts available. Ready... set... shop!



## FRED HERSCH: TWO HANDS, TEN VOICES

Fred Hersch has done it, once again! Well, actually it's the fourth time, and we're counting. We are delighted to announce that acclaimed pianist/composer Fred Hersch has produced *Two Hands, Ten Voices*, his fourth CD to benefit both Classical Action and Broadway Cares/Equity Fights AIDS. Fred's previous CDs, *Last Night When We Were Young: The Ballad Album*, *Fred Hersch & Friends: The Duo Album* and *The Richard Rodgers Centennial Jazz Album*, are still among the best sellers in BC/EFA's Catalog of Giving.

On *Two Hands, Ten Voices*, Fred invited ten of his favorite female vocalists from the worlds of jazz, cabaret and Broadway to sing the songs of Kern, Gershwin, Lennon & McCartney, Carole King and others. The CD features Fred in duo performances with the vocal artistry of Karrin Allyson, Judy Blazer, Ann Hampton Callaway, Kate McGarry, Jessica Molaskey, Jane Monheit, Janis Siegel, Carol Sloane, Luciana Souza and Norma Winstone. And may we say that this marriage of piano and voice... is like "buttah!" Describing the experience of recording this album, Fred explains, "It was a great pleasure for me to musically 'encounter' all of these great singers — those whom I had played with before as well as those who were new to me. I am truly pleased with the results — and truly grateful to all of them for giving of their time, talent and artistry." We, too, are grateful to Fred, the ladies, Scott Morgan & Microsoft Corporation for their generous underwriting, and to all those (from track mixers to CD masterers to the graphic designer, Greg Downer) who donated their time and resources for this project. Now that's music to our ears!

**CD139** \$20  
**CD139S** \$35 *Signed by Mr. Hersch*



### CLASSICAL ACTION LOGO T-SHIRT

A new, refreshed look for our logo shirt! The Classical Action logo is stamped on the left side of this classic white 100% cotton tee.

**TS880** \$20 S, M, L, XL



### SILVER BROOCH

This Classical Action musical note stands at 2".

**PI370** \$25



### MUSICAL NOTE TIE

Dress for a night at the opera with this black tie, adorned with mini Classical Action music note logos.

**TI524** \$10



### WIND CHIMES

Musical chimes appropriately hang from the Classical Action musical note, which has been hand-carved from a single piece of wood and hand-painted in Bali. These gorgeous and unique chimes hang approximately 8".

**WC650** \$8



### GOLD CUFF LINKS

The Classical Action logo will look great on your cuffs!

**CL357** \$25/Pair.