



## *The Choral Club of Hartford*

*Established 1907*

**345 Main Street,  
South Glastonbury, CT 06073**

Greetings!

The Choral Club of Hartford, one of the longest continuously operating men's glee clubs in the United States, was founded by Ralph Lyman Baldwin, Supervisor of Music in the Hartford school system on June 13, 1907.

The club brings together men of all races, nationalities, religions, and occupations, bound by a common interest in music. We sing a variety of musical styles from traditional four part choral harmonies to Broadway show tunes, folk, rock, and pop selections from the Great American Songbook. Each year we perform two community concerts in December and April/May featuring our own singers as well as guest artists. These concerts are held in the auditorium of the First Church of Christ Congregational, 12 South Main Street, in the heart of West Hartford Center, adjacent to Blue Back Square.

We would like to offer local businesses an opportunity to advertise in our concert program for the 2014/2015 season. A one-time contribution ensures that your ad will be seen by concertgoers at both performances. It is a great way to promote your business and show your support for the arts in West Hartford.

To maximize the potential for drawing new customers to your business, you may consider offering an incentive to encourage concertgoers (and performers) to visit your business after Choral Club of Hartford performances. This could be something as simple as a discount coupon, a free beverage or dessert when a meal is purchased, or anything else that would showcase your business to our loyal audiences.

We are proud of the musical tradition that the Choral Club of Hartford represents in the Greater Hartford area, and we hope you will consider supporting us as we continue into our second century of entertaining audiences. Please review the accompanying concert program ad form, and feel free to contact me directly with any questions.

Cordially in song,

Terry Alan Crescimanno  
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