



For release on Tuesday 7 September 2010

ACADEMY OF ST MARTIN IN THE FIELDS SIGNS SIEMENS AS MAJOR SPONSOR

The Academy of St Martin in the Fields announced today that it has signed up the engineering powerhouse, **Siemens**, as its Principal Sponsor. In a significant development for the internationally renowned chamber orchestra, and in spite of the recession, Siemens has committed to a three-year partnership that starts today, 7 September, with the orchestra's opening concert of the 2010/11 season.

Siemens' three-year sponsorship will enable the Academy of St Martin in the Fields to continue its long tradition of touring throughout the UK and worldwide every year. Following a very successful 2009/2010 Season, which included tours to the USA, Asia and Australia with artists such as Murray Perahia and Joshua Bell, the orchestra's 2010/2011 Season will include concerts at St Martin-in-the-Fields, Cadogan Hall, Wigmore Hall and Kings Place as well as visits to other cities in the UK, in addition to tours to the USA and throughout Europe. The Academy has a special relationship with Germany that began with its first tour there in 1967. The reception was so enthusiastic that it has returned to Germany every year since, and in the 2010/11 season it will visit Germany for three separate tours.

Siemens is a leading global technology company, with its headquarters in Germany and a major UK presence, providing solutions to help answer the world's toughest questions confronting industry, healthcare, energy and the environment. The company has been operating in the UK for more than 160 years, pioneering innovations which have helped to improve the way in which we live and work.

Andreas J. Goss, Chief Executive, Siemens plc and North West Europe, said:

"Music is a powerful tool that can bring great joy and enrich people's lives. I am delighted that Siemens is supporting the Academy of St Martin in the Fields and that

our sponsorship will have a positive impact enabling the orchestra to reach such a wide, international audience.”

Anna Rowe, who took up the position of Chief Executive of the Academy of St Martin in the Fields on 1 September said: “We are extremely grateful to Siemens for this three year sponsorship, particularly in the current economic climate. This will enable the orchestra to further develop its UK and international artistic programme and its much acclaimed community activities. We look forward to developing a close relationship with Siemens and its staff.”

Notes to Editors

Academy of St Martin in the Fields

The Academy of St Martin in the Fields is one of the world’s finest chamber orchestras. Established in 1958 by Sir Neville Marriner, the Academy is internationally renowned for its superlative performances and award-winning recordings.

For further information please contact:
Anna Rowe, Chief Executive
Academy of St Martin in the Fields
Tel: 020 7702 1377

Siemens

Siemens was established in the United Kingdom 167 years ago and now employs 17,000 people in the UK. Last year’s revenues were £4.2 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world’s major challenges, across the key sectors of energy, industry and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company’s global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk.

For further information please contact:
Laura Smith
PR Manager
Siemens plc
Tel. +44 (0)1276 696374
Laura.smith@siemens.com

Academy of St Martin in the Fields
Forthcoming Engagements

28 September- 3 October
UK

Kenneth Sillito, Director
Morgan Szymanski, Guitar

Concerts in Bradford-Upon-Avon, Cockermouth, Ludlow, Dartington and Stamford.

6 October- 12 October 2010
Europe

Sir Neville Marriner, Director
Veronika Eberle, Violin
Angelika Kirchschrager, Mezzo-Soprano

Concerts in Stuttgart, Bonn, Wuppertal, Eindhoven and Brussels.

22 October- 7 November 2010
USA

Kenneth Sillito, Director
Jonathan Biss, Piano
Inon Barnatan, Piano

14 concerts in Texas, Oklahoma, Arkansas, Georgia, Maryland, Pennsylvania, New York and Virginia.

Tuesday 7 December 2010
Cadogan Hall, London

Academy of St Martin in the Fields at Christmas
With The Choir of Magdalen College, Oxford

Daniel Hyde, Conductor
Kenneth Sillito, Director

7 January-14 January 2011
Germany

Sir Neville Marriner, Conductor
Martin Helmchen, Piano

Concerts in Friedrichshafen, Cologne, Dusseldorf, Hamburg, Frankfurt, Dortmund and Hannover.

Tuesday 18 January
Cadogan Hall, London

Sir Neville Marriner, Conductor
Martin Helmchen, Piano