

# WIGMORE HALL

CLASSIC *f*M

## **Wigmore Hall and Classic FM announce new Under 35s ticket scheme, offering 25,000 £5 concert tickets every season for younger audiences**

Wigmore Hall and Classic FM today announce a unique new collaboration on a discount ticket scheme, which will provide 25,000 £5 tickets to hundreds of world-class concerts at Wigmore Hall every season.

Classic FM, the UK's most popular classical music station, will be the scheme's exclusive media partner, offering an unrivalled national platform to maximise the number of young people experiencing concerts at Wigmore Hall. First established by a generous private donation, the scheme will now benefit from Classic FM's weekly audience of one million listeners under the age of 35.

As part of a shared commitment to diversify audiences for classical music, the **Wigmore Hall Classic FM Under 35s Ticket Scheme** will attract younger and often first-time concert-goers, breaking down barriers to entry. Special under 35s events will also form part of the scheme, including pre-concert talks, Q&As with artists, receptions with guest artists and Classic FM presenters, as well as live-streamed events on Facebook.

Sam Jackson, Managing Editor of Classic FM, said *"Over the last few years, Classic FM's audience of under-35-year-olds has dramatically increased. This, coupled with the fact that we now have the most engaged social media channels in UK radio, demonstrates the degree to which young people are already enjoying classical music via Classic FM. Now, working with Wigmore Hall, we want to encourage those listeners to experience live music, in one of the world's finest chamber music venues."*

John Gilhooly, Director of Wigmore Hall, said *"I am so grateful to Classic FM for supporting this vital strand of our work at a pivotal moment in its development. Collaborating with Classic FM on the Under 35s scheme is tremendously exciting for Wigmore Hall, and allows us to further build relationships with younger audience members, and nurture the next generation of chamber music and song lovers."*