



FOR IMMEDIATE RELEASE
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**LENSIC TO LAUNCH NEW
CENTRALIZED BOX OFFICE:
TICKETS SANTA FE**

*Hub of Santa Fe ticketing
to be located on-site at the Lensic,
online at www.ticketssantafe.org*

(Santa Fe, New Mexico) At a public event hosted by the City of Santa Fe Economic Development Division on October 26, 2005, The Lensic, Santa Fe's Performing Arts Center will officially launch its new community box office TICKETS SANTA FE. The 8:30 a.m. ceremony will feature demonstrations of the TICKETS SANTA FE website (www.ticketssantafe.org) along with the new Santa Fe Arts and Culture Web Portal (www.santafeculture.org) developed by New Mexico CultureNet.

With its hub located on-site at the Lensic, TICKETS SANTA FE establishes an unprecedented one-stop resource for events occurring at the Lensic and throughout New Mexico's capital. The centralized community box office will generate over \$1.9 million annually for performing groups who use the service, while combining resources and lowering operational overhead of its primary users: Santa Fe Chamber Music Festival, Santa Fe Symphony Orchestra & Chorus, Santa Fe Pro Musica, Santa Fe Desert Chorale, The Santa Fe Concert Association, National Dance Institute of New Mexico and The Lensic, Santa Fe's Performing Arts Center.

At www.ticketssantafe.org, audiences can access comprehensive calendar listings and a point-of-purchase for all events on sale through TICKETS SANTA FE. Additional Internet features include a customized "opt-in" email newsletter to keep patrons

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informed of upcoming events and integration with the City's online CultureMap, which pinpoints and provides descriptions for corresponding venues. Patrons may also contact TICKETS SANTA FE by phone (505-988-1234) or in the Lensic lobby at 211 West San Francisco Street.

TICKETS SANTA FE is partially funded by the City of Santa Fe Economic Development Fund with additional major support from the McCune Charitable Foundation and the City of Santa Fe Arts Commission.

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INTERVIEWS, PHOTOGRAPHS, FURTHER INFORMATION AVAILABLE