

December 2, 2011

20 Tweets Performed by Calgary Philharmonic Chorus – A Twitter First

Calgary – From November 21 to November 24, 2011 Tourism Calgary and the Calgary Philharmonic Orchestra reached out to twitter users asking “How do you stay warm in #YYC?” The submitted tweets that used the hashtag #cpowarmup or replied to the @Calgary twitter handle were compiled and turned into a twitter first (based on internet and social media searches) – a tweet compilation sung by a philharmonic chorus.

The objective of the exercise was to capture tourism experiences from Calgarians and visitors alike and be able to share many of the great winter activities unique to Calgary. Normally tweets are temporary, gone in the span of minutes. Now such classic winter warm-up tweets as “Raw Bar cocktails. Hi-fi clubbing. Wine Bar down in Kensington. Try hot yoga! Calgary Flames shirts.” have been immortalized in a dramatic choral arrangement ready to be viewed by the whole world.

Chorus Master Timothy Shantz arranged 20 tweets into the riveting song performed by the Calgary Philharmonic Chorus. The performance, set to the classic piece *O Fortuna* from the legendary *Carmina Burana*, was recorded on Tuesday, November 29 at the Jack Singer Concert Hall and is being used to promote the last weekend of the Calgary Philharmonic Orchestra’s [Virtuosity Festival](#).

The video can be viewed at Tourism Calgary’s website visitcalgary.com and will be distributed through the organization’s social media platforms: [YouTube](#), [facebook](#) and [twitter](#).

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