

FOR IMMEDIATE RELEASE  
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ASHLEY FOR THE ARTS NEW TITLE SPONSOR OF  
2010 BANDSHELL CONCERT SERIES

Reading, PA-- The Berks Arts Council proudly announces Ashley for the Arts, an initiative of Ashley Furniture Industries, Inc., as the title sponsor for the 2010 Bandshell Concert Series. These annual free concerts, held on Friday evenings from 7 to 9 p.m. at the Fireman's Memorial Bandshell in Reading's City Park, will begin July 16 and extend through August 6, 2010.

"Ashley Furniture is pleased to partner with the Berks Arts Council to present the 20th anniversary Bandshell Concert Series in City Park," notes Todd Wanek, President and CEO of Ashley Furniture Industries. "We believe that the presentation of arts and music help bring people together to build community. Building communities is one of the primary drivers behind 'Ashley for the Arts' and is something that we're interested in at Ashley Furniture - for both our employees and the Greater Reading area."

Ashley for the Arts was established by Ashley Furniture Industries to provide area communities with the thrill of live performances and the richness of the arts. More specifically, its purpose is to showcase local area artists, support school music and art programs, and entertain the entire family.

"The Berks Arts Council is thrilled that Ashley Furniture is joining with us to keep this acclaimed concert series alive in downtown Reading," notes Connie Leinbach, Executive Director. "And we will inaugurate a newly renovated park with four concerts to celebrate the 20<sup>th</sup> anniversary of this series."

This season's artist line-up is currently being finalized, and will be announced in the coming weeks. For updates and information, please visit the Berks Arts Council's website at [www.berksarts.org/bandshell](http://www.berksarts.org/bandshell), or call 610-898-1930.

Ashley Furniture is a full line producer of household furniture and the #1 selling home furniture brand in North America. From design through fulfillment, we continuously strive to provide the best product at the best prices accompanied by the best service in the industry. For more information, visit [www.ashleyfurniture.com](http://www.ashleyfurniture.com).

The Berks Arts Council presents the Berks Jazz Fest, the Bandshell Concert Series, Greater Reading Film Festival, the Pagoda Awards, the Pennsylvania Partners in the Arts Re-Grant Program, and provides art exhibition and marketing opportunities for member artists. Visit them at [www.berksarts.org](http://www.berksarts.org).

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