



**One Reel Expands Programming to Include Producing Pianos in the Parks**  
*Founding partner, Laird Norton Wealth Management, remains as lead sponsor*

SEATTLE – (May 23, 2017) – Beginning in 2017, One Reel will carry the tune for Pianos in the Parks, a series of events spanning three weeks, bringing communities to area parks each summer for music, magic and more. Laird Norton Wealth Management, the founder of Pianos in the Parks, will hand over programming and organizing responsibilities to the nonprofit behind some of Seattle’s most inspired arts programming, and will remain as the lead sponsor. Other partners will return from previous years, including Classic Pianos, who will once again provide the pianos, tuning and delivery services for this program.

During the eighteen day musical journey, 11 pianos – all painted by local artists – will be on view at locations around the city. The opening reception will be held during Capitol Hill Art Walk on July 13 from 5-7 p.m. at 12<sup>th</sup> Avenue Arts and will feature six of the pianos.

The other five pianos will be placed on Pike St. and 11<sup>th</sup> Avenue during Capitol Hill Art Walk for Pike People Street. Those same five pianos will be on view July 15–30 at the following locations:

- Seattle Tacoma International Airport
- [Sturgus Park](#)
- [KEXP Piano at Seattle Center](#)
- [Kenmore Town Square](#)
- [Si View Park](#)

The six remaining pianos will be the setting for single-day events of music, literature and visual arts programming. Mark your calendars now and visit these pianos in the parks:

- [Carkeek Park](#) — July 15
- [Liberty Park](#) — July 16
- [Redmond Central Connector Park](#) July 22

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- [Cal Anderson Park](#) July 23
- [Steve Cox Memorial Park](#) July 29
- [Alki Beach Park](#) July 30

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#PianosintheParks

### **Quotes**

“We’re excited Pianos in the Parks is now part of the programming One Reel offers the city,” said One Reel Executive Director Chris Weber. “We’ve watched this project, which Laird Norton Wealth Management created, inspire so many, and we’re honored to keep the music going and create pockets of discovery in parks across our region. It’s going to be great year for Pianos in the Parks, with programs all across the region,” continued Weber. “Summer’s coming, and with music everywhere, there’s no better time to come outside and play!””

“Pianos in the Parks has touched the lives of so many in our region, and we’re proud to have played a part in its creation,” said Erin Moyer, Managing Director of Marketing and Communications for Laird Norton Wealth Management. “One Reel has a stellar reputation for arts in Seattle, and we’re eager to see where they take the project next.”

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### **About Pianos in the Park**

Here’s to the hundreds of Seattle and King County parks and open spaces! Regardless of where we live, work and play, our local parks are here for everyone – providing us all with green spaces to relax, exercise and connect with our communities. Add in some great free music and arts programming and you get Pianos in the Parks!

Pianos in the Parks is a public art and event series using the power of music to get us out to discover parks, connect with people and have fun. We are truly a community effort, combining the great talents, visions and efforts of many different partner organizations. It was all started by

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Laird Norton Wealth Management in 2014 to encourage the discovery of parks through music and art by placing one-of-a-kind, artist-designed upright and grand pianos in parks for free public use and music exploration. Over the past three years, it has delighted residents and thousands of visitors to six cities across the greater Puget Sound Region, with generous support from The Seattle Symphony Orchestra, Gage Academy of Art, Seattle Parks and Recreation, King County Parks, KEXP and Classical King FM, among others.

### **About One Reel**

It started with six actors, a 1931 Model A truck with a fold-down stage, a few basic props and costumes and a passion for transforming public spaces into extraordinary events. For more than four decades, One Reel has produced a wide array of educational, cultural and artistic events. Currently, One Reel produces City of Music Career Day, Theatre Career Day, Literary Career Day, Pianos in the Park, The Mayors Arts Awards and Bumbershoot's Essential Character programming.

Founded in 1972, One Reel is a non-profit multi-disciplinary arts organization striving to inspire audiences to become year round arts patrons, challenging artists to create and explore and training the next generation of arts and events industry professionals.

### **About Laird Norton Wealth Management**

With close to \$5 billion in assets under advisement, Laird Norton Wealth Management (LNWM) is the Northwest's premier wealth management company. Originally founded to serve the financial management needs of the Laird and Norton families, the firm now provides personalized wealth management solutions for more than 600 individuals, families, private foundations and nonprofit organizations. For 50 years, Laird Norton Wealth Management has been devoted to helping its clients and their families achieve security, find happiness and thrive in every aspect of their lives. LNWM is relentless in the pursuit of client satisfaction and is committed to never fail at making each client's best interest its number one priority.

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