



For Immediate Release
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Viva Bach Peterborough Announces Bach in the Subways Program

PETERBOROUGH, N.H. – Viva Bach Peterborough is proud to announce it will be participating in the global Bach in the Subways program, bringing this unique event to the Monadnock Region for the very first time.

Every year for Johann Sebastian Bach’s birthday on the weekend of March 23rd-24th, a global community of musicians unites to sow the seeds for future generations of classical music-lovers and share their joy and inspiration for their art form. Viva Bach Peterborough is proud to participate this year by performing a series of pop-up concerts in locations in the Monadnock area.

“We are so excited to participate in this global program, and make the music of J.S. Bach more accessible to a wider audience, said Artistic Director Veronika Schreiber. Playing his music in unusual spaces, outside of concert halls, is reminiscent of how it probably sounded in Bach’s own house - full of children, some kitchen noise and everybody playing music all day long. I am sure that Bach is thrilled observing the “Bach in the Subways” initiative from wherever he is”.

Viva Bach Peterborough will host eight short pop-up concerts as follows:

Saturday, March 23rd

Veronika Schreiber will perform on violin.

10:00 a.m. Optimist Cafe, Jaffrey
11:30 a.m. Fiddleheads, Hancock
1:00 p.m. Toadstool, Peterborough
2:30 p.m. Grover & Main, Peterborough
4:30 p.m. diVine on main, Peterborough
5:15 p.m. Waterhouse, Peterborough

Sunday, March 24th

Veronika will be joined by Jaroslaw Lis (violin), and Ignacy Gaydamovich (cello).

12 noon Optimist Cafe, Jaffrey
3:00 p.m. Coopershill, Peterborough

About Bach in the Subways

Bach in the Subways began in 2010 as an act of musical giving by a single musician in New York City. By 2015 it had grown into a global movement of musical giving joined by thousands upon thousands of musicians around the world. It remains a community-focused, 100% volunteer-driven grassroots organization. At its heart, Bach in the Subways is an invitation for musicians to connect with their audience in an unusually pure and open way. It's an invitation to audiences who would otherwise never encounter live classical music, to experience the magic of the art form. For more information, go to <https://bachinthesubways.org>.

About Viva Bach Peterborough

Viva Bach Peterborough is a non-profit organization dedicated to celebrating the music of J.S. Bach via an annual Bach festival; to inspire young people to listen to, perform and enjoy his music; and to engage in activities that encourage and promote awareness of the music by J.S. Bach. Our next Festival will take place on October 25th -27th, 2024. For more information go to <https://vivabachpeterborough.org/> and follow us on Facebook.

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