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Media Contact:

Peter Zimmerman | San Francisco Gay Men's Chorus
(415) 865-3650 ext. 352 | peter.zimmerman@sfgmc.org



San Francisco Gay Men's Chorus Launches its 38th Season with "Crescendo Turns 10!"

Featuring the Nation's #1 Cher Impersonator and
Winner of *RuPaul's Drag Race All Stars* – Chad Michaels



October 11, 2015
Ritz-Carlton San Francisco
VIP Tickets SOLD OUT

SAN FRANCISCO (September 21, 2015) – The **San Francisco Gay Men's Chorus** (SFGMC) kicks off Season 38: Expect the Unexpected with its fabulous annual fundraising gala, **Crescendo Turns 10!** This year marks the tenth iteration of SFGMC's signature fundraiser, and will be held on **Sunday, October 11, 2015** from 12 – 3 p.m. at The Ritz-Carlton San Francisco (600 Stockton St, San Francisco).

“With nine years of wonderfully fun and successful Crescendo fundraising events behind us, the San Francisco Gay Men's Chorus will launch our Season 38 with a spectacle of fun, frivolity and touching beauty,” writes Dennis Stradford, SFGMC Board Chairman. “With our new venue this year at the stunning Ritz-Carlton we are gratified to find we are 85% sold out already. The Board of Directors and I are most grateful to welcome back our longtime loyal donors plus so many new ones, and the many generous people who have provided such exquisite gifts for auction.”

Crescendo Turns 10! includes a preview of Season 38, fabulous silent and live auctions with items valued collectively at over \$50,000, sumptuous food, an open bar reception, a breathtaking location, performances by all four SFGMC vocal ensembles – The Lollipop Guild, Vocal Minority, SWAG and The HomoPhonics - and, of course, “brunch with the boys!”

Joining *Crescendo Turns 10!* from The Ritz-Carlton San Francisco: Luis Lujan (Executive Chef), Charles Brunk (Executive Sous Chef), Cynthia Falatic (Pastry Chef) and Cooks Robert Green, Ron Capistrano, Chris Bean and Jared Young.

In addition, SFGMC presents the nation's #1 Cher impersonator and winner of *RuPaul's Drag Race All Stars* - **Chad Michaels**. Michaels will perform two Cher medleys at the event, and VIP guest experiences include an exclusive meet-and-greet with the performer on the Ritz-Carlton rooftop.

Chad Michael's tribute to Cher has earned him international acclaim and granted him the opportunity to collaborate with, and entertain for, industry favorites including Elton John, David Foster, Cyndi Lauper, Christina Aguilera, Gwen Stefani, Tori Spelling, and even the Diva herself, Cher. Chad's television credits include *The Cher E! True Hollywood Story*, *The Cher A&E Biography*, *MADtv*, *Tori and Dean – Inn Love*, *Women's Murder Club*, and Comedy Central's *Gene Simmons Celebrity Roast*.

VIP tickets for *Crescendo Turns 10!* are **SOLD OUT**, and single tickets for the event are already 85% sold. For more information about *Crescendo Turns 10!* please visit <http://www.SFGMC.org>.

About San Francisco Gay Men's Chorus

For nearly 40 years, the San Francisco Gay Men's Chorus has courageously served as the international standard bearer for a powerful and accomplished mix of high-caliber performance, human rights, community activism, empowerment and inclusiveness, establishing it as an icon among LGBT organizations. Founded in 1978, it was the first organization of its kind and is credited with starting the LGBT choral movement, galvanizing and changing the course of LGBT history. It continues to rally and inspire other arts-based community organizations around the world. Under the leadership of Artistic Director and Conductor Dr. Timothy Seelig, SFGMC has in recent seasons established a heightened level of performance standards receiving audience and choral acclaim, increased its touring and recording profile and broadened its impact and reputation in the community while maintaining its signature blend of humor, personality and high-voltage performances. For more information, visit <http://www.sfgmc.org> and @sfgmc (Facebook/Twitter/Instagram).