



CHIEF EXECUTIVE OFFICE

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Media Advisory

For Immediate Release
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New Gallo Center for the Arts is being tuned by world-renowned acoustic genius *News Conference Thursday 4:30 p.m.*

Stanislaus County, CA – Christopher Jaffe has worked on some of the most prestigious arts centers in the world - venues like the John F. Kennedy Center Concert Hall in Washington, D.C., the Judy Zankel Hall at the Carnegie Hall in New York City, the Hollywood Bowl and more than 250 concert halls, opera houses, theatres and music pavilions on five continents. He has worked with architects such as I.M. Pei, Frank Gehry and Michael Graves.

On **Thursday, August 30, 2007**, Jaffe will be acoustically tuning the new Gallo Center for the Arts as it prepares for its grand opening.

News Conference/Media Event –

Time: 4:30 p.m. on Thursday, August 30, 2007

Location: Gallo Center for the Arts, 1100 H Street Modesto

Interviews: Christopher Jaffe, acoustician
Steve Gaffney, Executive Architect
Marie Gallo, President of the Gallo Center for the Arts
Patty Hill Thomas, Stanislaus County Chief Operations Officer

Visuals: After brief statements, there will be a live acoustic demonstration by a musical instrument, and Mr. Jaffe will be demonstrating his methods for tuning the acoustics of the venue.

Jaffe will use pink noise, computers and acoustic materials to fine-tune the acoustics of the Gallo Center for the Arts to make this one of the premier performing arts centers in the country.

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Jaffe used psycho-acoustic research to develop electronic reflected energy systems, simulating specific bits of reflective energy critical to the perceptions of presence, definition, and warmth. He'll tell you what that really means.

For more information, please contact David Jones at (209) 652-1177.

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