

The Virgin Islands Consortium

Reichhold To Launch New Season At Business After Hours

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ST. THOMAS -- The Reichhold Center for the Arts will launch its 38th season at the annual Business After Hours event at 5:30 p.m. on Thursday, Aug. 25. Hosted jointly with the St. Thomas/St. John Chamber of Commerce, the Reichhold Center's new season launch party will have not only chart-topping artists and awe-inspiring performances, but will celebrate moments of pride for the territory.

"This is a season of milestones," said Denise Humphrey, Reichhold Center interim director. "With the USVI Transfer Day centennial festivities, the 50th anniversary of the Virgin Islands Council for the Arts (VICA), the 65th VI Carnival and the 55th anniversary of the University itself, we are just as excited as our founders were on October 8, 1978,

to bring yet another lineup of quality performers to uplift, inspire and entertain our local community.”

Reichhold Center’s 38th season launch will highlight the 2016-2017 roster of performers. It will also give attendees the opportunity to purchase season subscriptions in advance of general ticket sales. As it has in the past, the Business After Hours event will offer complimentary hors d’oeuvres along with drinks at the legendary \$3 Chamber Bar. Patrons may also take advantage of special incentives, such as one-time-only discounts, special offers, and a donor giveaway program.

“The mission entrusted to the University 38 years ago by the Center’s chief philanthropist and founder, Henry H. Reichhold, was simple,” Mr. Humphrey said: “Support programs that preserve and enhance the artistic heritage and cultural foundations of the Virgin Islands, the wider Caribbean and the Americas.”

For more information on the Reichhold Center, Business After Hours, or becoming a 38th season sponsor, contact Ian Turnbull, Reichhold Center marketing and sales manager, at ian.turnbull@uvi.edu or (340) 693-1554. The Reichhold Center for the Arts is the flagship performing arts center for the University of the Virgin Islands.