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UMS BERT'S TICKET PROGRAM OFFERS FREE TICKET TO ALL U-M FIRST AND SECOND YEAR UNDERGRADS

**GENEROUS GIFT FROM 103-YEAR OLD DONOR AND U-M ALUMNUS BERT
ASKWITH PROVIDES EVERY FIRST YEAR AND SECOND YEAR STUDENT WITH
A FREE UMS TICKET IN 14/15**

ANN ARBOR, MI (May 23, 2014) —The University Musical Society (UMS) announces the expansion of a generous program inspired and funded by 103-year old U-M alum Bert Askwith to connect University of Michigan undergraduate students with the rich cultural offerings that UMS brings to campus each season. The program, called Bert's Ticket, was launched in September 2013 and originally provided a free UMS ticket to every first-year undergraduate student on the U-M campus. The program has been expanded to provide one free UMS ticket to every first and second-year undergraduate student in the 14/15 season.

Bert Askwith firmly believes that each student at Michigan should have the opportunity to experience the rich cultural events that UMS brings to campus from all over the world. In making the gift, Mr. Askwith said, "I think the arts are very important for a well-rounded education, and UMS brings the best in the world to Ann Arbor. No student should miss the opportunity to experience these performances, and I want to be sure every student is aware of what UMS does. That's why I want to introduce first- and second-year students to UMS as soon as they arrive on campus."

UMS President Ken Fischer said, “We are so grateful to have Bert Askwith joining us in our efforts to ensure that every student on campus takes full advantage of the incredible cultural offerings that UMS has to offer. Bert Askwith graduated from the University of Michigan in 1931; it is so touching to know that he still cherishes his UMS experiences from 83 years ago, and it takes a true victor to give a gift that ensures that new students will continue to know the joys of UMS.”

ORDER INFORMATION

At the top of each month, U-M first- and second-year students will be emailed a shortlist of eligible performances and instructions for how to claim their Bert’s Ticket. In addition to claiming a free ticket for themselves, Bert’s Ticket participants will be able to purchase a \$10 “companion” ticket to attend the performance with a friend or family member, who does not have to be a U-M student. Each first- and second-year student is eligible for one Bert’s Ticket per academic year. Details at ums.org/bert

OTHER STUDENT TICKET OPTIONS

In addition to Bert’s Tickets, UMS offers a range of student ticketing programs for all registered students including half-price student tickets to almost every performance on the season and \$10 rush tickets (pending availability). Details on all UMS Student Ticketing programs at ums.org/students.

ABOUT BERT ASKWITH

Bert Askwith, a New York City native, attended the University of Michigan during the Great Depression, at a time when most students could not afford the high train fare to New York City. So he rented a bus, called it Campus Coach Lines, and sold tickets at the Michigan Union to other students. He was so successful that he paid for his entire college education. After graduating with a journalism degree in 1931, Bert moved his company to New York City, where he and his daughter, Patty Askwith, continue to operate it.

ABOUT UMS

UMS is an independent non-profit affiliated with the University of Michigan, presenting over 70 music, theater, and dance performances by professional touring artists each season. One of the oldest performing arts presenters in the country, UMS is committed to connecting audiences with performing artists from around the world in uncommon and engaging experiences.

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