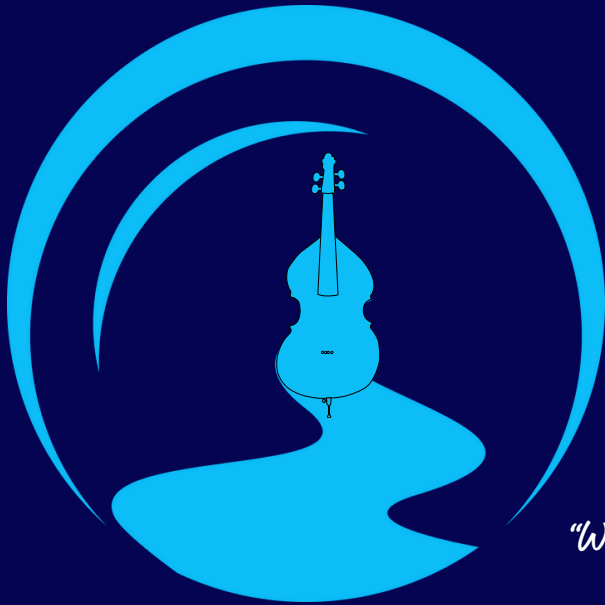




WHITE RIVER ORCHESTRA

"Where Community and Music Flow Together in East Central Indiana."

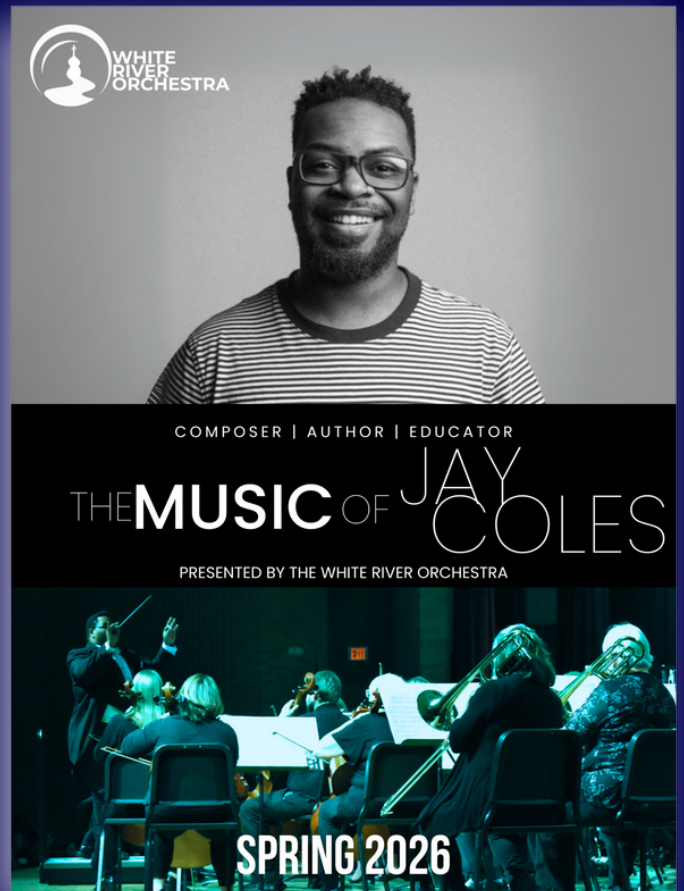


REASONS TO REBRAND

- **Increased Recognition**
 - The previous name, East Central Indiana Chamber Orchestra (ECICO), was not widely known outside of our immediate circles. We want our name to resonate with more people in the Muncie area and beyond.
- **Simpler, More Memorable Name**
 - The original name was long and hard to remember. White River Orchestra is concise, distinctive, and easier to promote in both conversation and marketing materials.
- **A Stronger Community Connection**
 - This new name reflects our deep ties to the community—both in terms of our musicians and our audiences. The White River is a local landmark, and its name helps root us firmly in the identity of the region we serve.
- **Room to Grow**
 - The new name gives us more flexibility to reach broader audiences and participate in a wider variety of events. It's a fresh start that invites curiosity and opens the door for new opportunities.
- **A Clearer Mission**
 - By choosing a name that connects to place and people, we clarify who we are: a community-centered orchestra dedicated to making music accessible, engaging, and meaningful to the people of Muncie and surrounding areas.

One River. One Sound.

2025-2026 SEASON



WHITE
RIVER
ORCHESTRA

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