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***FOR IMMEDIATE RELEASE***

**THE SILK ROAD PROJECT ANNOUNCES THE PROMOTION OF HEIDI KOELZ TO COMMUNICATIONS MANAGER**

PROVIDENCE, R.I., July 22, 2008 -- The Silk Road Project announces the promotion of Heidi Koelz to Communications Manager. In her new role, Heidi will be responsible for all internal and external communications for the Project, including an extensive public and media relations plan, newsletters and email updates, as well as implementation and management of an enhanced Silk Road Project website, which is scheduled to launch in October.

"On behalf of Yo-Yo Ma and the Silk Road Project, I am pleased to announce the promotion of Heidi Koelz to Communications Manager. Heidi has been an integral member of the Silk Road Project, helping the organization to communicate our vision of connecting the world's neighborhoods by sharing the sights and sounds of the Silk Road," said Laura Freid, Chief Executive Officer and Executive Director of the Silk Road Project.

Koelz joined the Silk Road Project two years ago as an Executive Assistant and Communications Associate. Over the course of this time she has successfully helped to launch and implement many of the Project's programs, including the highly successful year of collaborative Silk Road Chicago programming; Silk Road Ensemble concert tours in the United States, China and Japan; and Ensemble residencies at Harvard University, Rhode Island School of Design, the Rubin Museum of Art in New York, and the Museum Rietberg in Zurich, Switzerland. Prior to joining the Silk Road Project staff, Koelz led communications and marketing efforts for the Kent County branch of the YMCA of Greater Providence. She received her B.A. in English Literature from Washington University in St. Louis with a minor in Creative Writing.

The Silk Road Project is a not-for-profit arts, cultural and educational organization founded in 1998 by cellist Yo-Yo Ma, who serves as its artistic director, and led by Laura Freid, executive director and CEO. The Project has a vision of connecting the world's neighborhoods by bringing together artists and audiences around the globe. Inspired by the interchange of culture and ideas along the historic trade route, the Silk Road Project presents performances by the Silk Road Ensemble; commissions new musical and multimedia works; and develops educational materials and programming. Partnering with other institutions to present musical, visual and narrative traditions from Silk Road regions, the Silk Road Project engages audiences throughout the world through performances, educational programs, and residencies in universities, colleges, museums and schools.