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THE SILK ROAD PROJECT ANNOUNCES NEW BOARD LEADERSHIP

**Dr. Daniel Y.C. Ng takes over as chair;
Mr. Paul Shang steps into new role as vice chair;
Ms. Judith N. Goldberg transitions to vice chair for programs**

February 23, 2010, Providence, R.I. — Silk Road Project, Inc., Artistic Director Yo-Yo Ma and Chief Executive Officer and Executive Director Laura Freid announced today a change in leadership of the nonprofit organization's Board of Directors. Dr. Daniel Y.C. Ng has assumed the role of board chair in addition to his duties as treasurer, and Mr. Paul Shang has accepted the position of vice chair. Ms. Judith N. Goldberg, formerly chair, continues in a leadership role as vice chair for programs.

The Silk Road Project was founded by renowned cellist Yo-Yo Ma in 1998 to promote innovation and learning through the arts. Inspired by the cultural exchange along the historic Silk Road, the Project advances pioneering modes of artistic, cultural and educational engagement and presents performances by the acclaimed Silk Road Ensemble, a collective of performers and composers from more than 20 countries.

"I am delighted that Daniel Ng has agreed to chair our board at this very important time for the Silk Road Project," said Mr. Ma. "As always, we are dedicated to celebrating the extraordinary potential of the intersections of our world's diverse cultures and the infinite variety of the human spirit. This year and next we are piloting Silk Road Connect, a passion-driven educational program for middle schoolers in New York City, where we are working with students and teachers more intensely than ever before in our Project's history. We are especially fortunate to have the strategic leadership that both Daniel and Paul Shang have consistently given as members of our board, and are so grateful for the judicious counsel of our outgoing chair Judy Goldberg, who has presided over a period of tremendous growth for the Project and remains vitally involved in our programs."

Ms. Judith N. Goldberg, former board chair, retains a leadership position as the vice chair for programs, remaining active in guiding the Project's artistic and educational programming. Under her able leadership, the Silk Road Project developed and implemented a five-year strategic plan; presented Silk Road Chicago, an unprecedented yearlong, citywide celebration and cultural and educational partnership; produced two CDs, toured in China, Japan, Europe and North America, and introduced a new educational venture, Silk Road Connect.

Dr. Daniel Yat Chiu Ng is a director of The Octavian Society Limited in Hong Kong, a private collection of music manuscripts of Richard Strauss and the music library of Paul Wittgenstein that carries out archival, editing and scholarly works on these materials. A native of Hong Kong, Dr. Ng graduated from the University of Illinois and holds a doctorate degree in chemical engineering from the Imperial College of Science and Technology in London. Between 1965 and 1972, Dr. Ng managed projects on environmental projection and energy systems at the Institute of Gas Technology in Chicago. In 1972, Dr. Ng. became the joint managing director of Inter-Asia Management Co. Ltd., a venture capital company in Hong Kong. In 1975, Dr. Ng founded the first McDonald's restaurant in Hong Kong, where he was managing director until 1995. He served one year as advisory director of McDonald's Corporation in Oak Brook, Illinois. He is currently Honorary Chairman of Ronald McDonald House Charities in Hong Kong. Dr. Ng is a board member of AFS Intercultural Programs of Hong Kong and a member of the National Council of Musica Viva Australia; he serves on the executive committee of the Hong Kong Arts Festival and the Board of Governors of the Hong Kong Philharmonic Orchestra.

Paul Shang founded PRC Venture Partners, a private equity firm investing in growth companies in China, in 2005. Prior to forming PRCVP, Paul was a managing director in investment banking at Lehman Brothers. During his 22-year career at Lehman Brothers, Paul worked in New York, Tokyo, Hong Kong and London, and ran a variety of businesses including Asian investment banking, European media, communications and technology investment banking, and European real estate. Paul graduated from Cornell University with a B.A. in history and he received his M.B.A. from Columbia University, Graduate School of Business.

“Since it began as an idea of Yo-Yo Ma’s, the Silk Road Project has become a major nonprofit with an ensemble musically unique on the world stage and a commitment to innovative education and far-reaching cultural partnerships,” said Dr. Ng. “I have been privileged to witness and be part of this organization’s growth over the past 10 years. I am honored that my fellow directors have now selected me to chair the board as the Silk Road Project enters its second decade, which I expect to be no less transformational than its first.”

Highlights of the Silk Road Project’s programming in 2010 include Silk Road Ensemble with Yo-Yo Ma concert tours in Asia, in April, and the United States, in August. The Project is also leading an ongoing multi-year educational initiative for middle-school students, Silk Road Connect, in New York City, by invitation from the New York City Department of Education. The Silk Road Ensemble recently released a new album, *Off the Map*.

About the Silk Road Project, Inc.

The Silk Road Project is a not-for-profit artistic, cultural and educational organization with a vision of connecting the world’s neighborhoods by bringing together artists and audiences around the globe. Founded by cellist Yo-Yo Ma in 1998 as a catalyst to promote innovation and learning through the arts, the Silk Road Project takes inspiration from the historic Silk Road trading route as a modern metaphor for multicultural and interdisciplinary exchange. Under the artistic direction of Mr. Ma and the leadership of CEO and Executive Director Laura Freid, the Silk Road Project presents performances by the acclaimed Silk Road Ensemble, engages in cross-cultural exchanges and residencies, leads workshops for students, and partners with leading cultural institutions to create educational materials and programs. Developing new music is a central mission of the Silk Road Project, which has been involved in commissioning and performing more than 60 new musical and multimedia works from composers and arrangers from around the world. For more information on the Silk Road Project and the Silk Road Ensemble, visit the Project’s online [pressroom](#).

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