

For Immediate Release

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Weekly Update from Director's Choice CEO

(LUBBOCK, TX) As we continue to navigate our way through this unprecedented time and tackle extraordinary challenges, we are committed to keeping you updated on the steps we are taking during the COVID-19 pandemic.

We continue to work around the clock to adapt to this new landscape in an effort to take care of you and your students, while also keeping our operation running so that we may continue to serve you, your students, and the music education community in the future, just as we have for almost 25 years.

We know many of our clients and their student families have questions regarding their refund status. Here are some of the events, highlights, tasks, and updates from this week.

- We have almost processed all cancellations through our internal systems. However, our negotiations with vendors on your behalf continues. Furthermore, this process still proves to be slow due to the impact of the COVID-19 pandemic on suppliers.
- This week, many vendors continue working from home, operating with smaller staffs due to furloughs and layoffs, and are struggling with the same realities we are at Director's Choice. We paid these suppliers with deposits and payments from our clients; we do not hold the funds. We are continuing to work as an advocate for our clients and ask for your continued patience as we secure whatever funds we can.
- Due to the sometimes frustratingly slow process many of you often faced submitting payments through your school district during the school year, or collecting funds from struggling parents, Director's Choice occasionally paid your trip vendors without funds received from you, our clients, so your students' trips weren't jeopardized due to slow payments and vendor cancellation. Many of these same districts and clients have ceased processing payments owed to Director's Choice.
- Sadly, like many others across the country, Director's Choice furloughed a large percentage of its staff last month in an effort to reduce operating costs during this time so that we are able to provide as much money to our paying clients as possible. The volume of work has increased due to the cancellations and we have a smaller staff

processing the requests of our valued clients.

- We have been working with a coalition of industry groups, including the Student & Youth Travel Association (SYTA), pushing the United States and Texas government for financial support to assist our student groups to receive financial restitution for their payments.

Director's Choice remains a strong believer in the positive impact travel and performance has on students. We will continue to promote opportunities in the future as an essential part of a student's education. We appreciate the continued patience and support our clients have extended us through this difficult situation.

Sincerely,

Zac Miller

About Director's Choice

Director's Choice was started by performing arts educators more than 20 years ago, and has grown from a Texas-based festival performance company to a full service travel and event provider. Director's Choice exceeds the safety and liability standards set by the Student Youth Travel Association's Center for Student Travel Safety and works with student group leaders across the country to deliver safe, valuable and memorable performing arts experiences.

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