

SD OPERA Media Release

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San Diego Opera Announces “50 Years and Counting: A New Vision for San Diego Opera” Campaign

**Donors will match up to \$500,000 from community
contributions**

Campaign goal is to raise \$1 million by May 7, 2016

San Diego, CA – San Diego Opera is pleased to announce a group of dedicated donors will match up to \$500,000 in donations from the community to create a new vision for San Diego Opera. This \$1 million campaign will keep San Diego Opera strong, and ensure the Company will continue to present world-class opera for many more years to come. In 2014, the local community, as well as the international opera community, rallied around the Company to stave off its abrupt announcement that it was going to close. In doing so, the Company promised to protect its physical assets, the endowment, and the remains of the Kroc Fund, while making opera affordable and accessible to the community it serves. Since its revival, San Diego Opera has not only balanced its budget each season but made opera accessible through its extensive outreach programs, and by keeping ticket prices low. The Company is now prepared to announce a five opera season – three mainstage operas at the Civic Theatre, and two operas in smaller, intimate venues, without increasing its budget. The campaign goal is to raise \$1 million by May 7, 2016, the opening night of the West Coast premiere of Jake Heggie’s new opera *Great Scott*.

“I’m overwhelmed by the continued support and generosity of our supporters who have agreed to match any contribution up to a half million dollars, dollar-for-dollar, during this campaign,” shares David Bennett, San Diego Opera’s General Director. “The community’s belief in a new vision of opera is what made coming to San Diego so attractive to me, and this support will allow us to build upon the successes of the past two years and pave the way for San Diego Opera’s future.”

For more information on “50 Years and Counting: A New Vision for San Diego Opera”

campaign visit online at: www.sdopera.org/support/challenge

San Diego Opera Mission Statement

The mission of San Diego Opera is to deliver exceptional vocal performances and exciting, accessible programs to diverse audiences, focusing on community engagement and the transformative power of live performance.

San Diego Opera Vision Statement

The San Diego Opera will be recognized internationally as a leading example of adaptability, innovation and sustainability in the operatic arts, promoting diversified programming and unique performance venues with world-class and emerging talent.

San Diego Opera Core Values Statement

Through excellence in innovative programming and education, SDO provides a lasting cultural service to the community.

- Our tradition of excellence in fully staged opera is augmented with new models of opera and venues. Our unique and deep commitment to the community propels us to explore ways of increasing affordability and accessibility.
- Through fiscal responsibility and nimble adaptation to the changing marketplace, we protect the future of San Diego Opera.
- Our educational and community involvement coupled with relevant programming will build the audience of the future.

Purchasing Tickets

Single tickets and subscriptions are now on sale and can be purchased online at www.sdopera.org or by phone at 619.533.7000 (Monday-Friday, 8:30 AM – 4:30 PM).

www.sdopera.org

**San Diego Opera 2015-2016 International Season Performance
Schedule**

**René Barbera in Recital
Balboa Theatre**

Saturday September 19, 2015 7:00pm

**Patricia Racette “Diva on Detour”
Balboa Theatre**

Saturday November 14, 2015 7:00pm

***Tosca*
Giacomo Puccini
San Diego Civic Theatre**

Saturday February 13, 2016 7:00pm
Tuesday February 16, 2016 7:00pm
Friday February 19, 2016 7:00pm
Sunday February 21, 2016 2:00pm

**Ferruccio Furlanetto in Concert
Jacobs Music Center’s Copley Symphony Hall**

Saturday March 5, 2016 7:00pm

Madama Butterfly
Giacomo Puccini
San Diego Civic Theatre

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| Saturday | April 16, 2016 | 7:00pm |
| Tuesday | April 19, 2016 | 7:00pm |
| Friday | April 22, 2016 | 7:00pm |
| Sunday | April 24, 2016 | 2:00pm |

West Coast Premiere
Great Scott
Jake Heggie
San Diego Civic Theatre

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| Saturday | May 7, 2016 | 7:00pm |
| Tuesday | May 10, 2016 | 7:00pm |
| Friday | May 13, 2016 | 7:00pm |
| Sunday | May 15, 2016 | 2:00pm |

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