

SD OPERA Media Release

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San Diego Opera Announces Listening Tour Series

Tour will see San Diego Opera's General Director, David Bennett, engaging the community to explore how the Company can best serve San Diegans

San Diego, CA – San Diego Opera is proud to announce a listening tour series that will bring the Company's General Director, David Bennett, out into the community to explore how the Company can best serve its citizens as it looks towards its next 50 years. These interactive conversations will take place in four different regions of San Diego County – Central (at the Natural History Museum in Balboa Park), North County (at the Museum of Making Music), La Jolla (at The Scripps Institute Research Center) and South Bay (at the Chula Vista Masonic Temple). Using smartphone technology, these multi-media conversations will allow participants to respond to questions in real time and drive the conversation about the future of San Diego Opera.

“What is opera? What do you like about opera? What might you want to see different? Is opera too long? Too expensive? If you were General Director of San Diego Opera, what would you do to ensure the Company was thriving fifty year from now? These are just some of the questions I will engage the community in during this listening tour,” shares David Bennett. “What made San Diego so attractive to me is that the community had taken an active role in the opera's future, having saved it in 2014. The diversity of San Diego is what makes this city so wonderful, and it is my goal to make San Diego Opera an organization that serves the community. To do this, we are going to do something the Company has never done before: listen to you.”

The listening tours are free and open to the public but registration is required and can be made at: <http://www.sdopera.org/engage/listen>. Refreshments and wine will be served. Participants can also win opera tickets and other prizes. Participants should attend the listening tour with a fully charged smartphone, tablet, or laptop capable of internet access through a cellular network to interact with the questions and real time polls that will be part of the program. In order to better evaluate aggregated responses, participants will be

sent a short, confidential questionnaire from our market research partner Q2 Insights to be completed before attending the event.

Dates and locations for the San Diego Opera Listening Tour are:

Central: Thursday, March 31, 2016 at 6 PM – The Nat (in the Charmaine and Maurice Kaplan Theater). 1788 El Prado, San Diego, CA 92101.

La Jolla: Thursday, April 28 at 6 PM – The Auditorium at The Scripps Research Institute. 10620 John J Hopkins Dr., San Diego, CA 92121.

North County: Thursday, June 9 at 6 PM - The Museum of Making Music. 5790 Armada Dr, Carlsbad, CA 92008.

South Bay: Thursday, June 16, at 6 PM – The Chula Vista Masonic Lodge. 732 3rd Ave, Chula Vista, CA 91910.

The San Diego Opera Listening Tour is made possible with support from Q2 Insights. For more information visit us online at: <http://www.sdopera.org/engage/listen>.

The 2015-2016 International Season

<i>René Barbera in Recital</i>		September 19, 2015
<i>Patricia Racette “Diva on Detour”</i>		November 14, 2015
<i>Tosca</i>	Giacomo Puccini	February 13, 16, 19 and 21 (mat), 2016
<i>Ferruccio Furlanetto in Concert</i>		March 5, 2016
<i>Madama Butterfly</i>	Giacomo Puccini	April 16, 19, 22 and 24 (mat), 2016
<i>Great Scott</i>	Jake Heggie	May 7, 10, 15 and 15 (mat), 2016

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.

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