

SD OPERA Media Release

FOR IMMEDIATE RELEASE:

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Contact: Edward Wilensky (619) 232-7636

Edward.Wilensky@sdopera.com

San Diego Opera Announces “Opera on Track”

*New outreach initiative to attract audience members to
Fall performance of La Cenerentola (Cinderella) using
MTS trolley line*

*“Opera on Track” includes series of free, abridged,
performances of La Cenerentola (Cinderella) at locations
along MTS trolley lines*

*“Opera on Track” is funded by OPERA America’s
Building Opera Audience’s Grant Program, supported by
Ann and Gordon Getty Foundation*

San Diego, CA – San Diego Opera is happy to announce the Company has been awarded a \$40,000 Innovation Grant from OPERA America’s Building Opera Audiences Grant Program, for “Opera on Track” a new outreach effort designed to attract new and returning audience members along San Diego’s light rail trolley lines. The Building Opera Audiences Grant Program is supported by the Ann and Gordon Getty Foundation.

“Opera on Track” is a partnership between San Diego Opera and MTS which operates a light rail trolley service with three lines that cover the downtown area as well as the South Bay and East County cities of National City, Chula Vista, Imperial Beach, La Mesa, El Cajon, and Santee. The trolley stations along these three lines include neighborhoods where San Diego Opera has been effective through extensive education activities, especially in schools. But in these same neighborhoods, the Company has not been as effective in terms of generating new audience members. With the “Opera on Track” initiative, the Company will target senior citizens who no

longer attend San Diego Opera because of transportation challenges, as well as new opera patrons and their families who live along the trolley lines.

San Diego Opera will present a series of free, abridged, performances of *La Cenerentola* (*Cinderella*), along the trolley lines using singers from the Company's Opera Exposed program. The Company will also provide discounted tickets and other incentives at these events to encourage ticket purchases to San Diego Opera performances at the San Diego Civic Theater, which is located on the trolley's Blue Line.

"One of the most exciting things about the opera now is our effort to take opera out of a grand theatre and perform it in unusual venues, outdoors, even on the street! The arts belong everywhere and to everyone," shares Dr. Nicolas Reveles, San Diego Opera's Director of Outreach and Community Engagement. "*Opera on Track* gives our company and our young college-based singers the chance to perform opera in that spirit. We're excited about this initiative and hope that it is a springboard to many other performance opportunities in the future."

San Diego Opera's "Opera on Track" initiative will generate interest in opera along a transportation system that represents a broad diversity of neighborhoods, economic statuses and cultures. By focusing on the trolley system, the program breaks down the transportation barrier for seniors and families; eliminates the expense and hassle of parking downtown during heavy traffic times; informs the public of the direct route available to the theatre via a convenient and inexpensive mode of travel; and counters the prevailing attitudes that opera is out of reach, too difficult to get to, inaccessible or too expensive.

Opera on Track Performance Schedule – all performances free to the public and run approximately 30 minutes

Saturday, September 3, 11:00am	Santee Trolley Square Amphitheatre (Santee Trolley Station, Green Line) 9844 Mission Gorge Road, Santee. 92071
Saturday, September 10, 11:00am	Market Creek Amphitheatre (Euclid Avenue Station, Orange Line) Free parking, Jacobs Center 404 Euclid Avenue, San Diego, 92114 <i>In partnership with Jacobs Presents</i>
Saturday, September 10, 2:00pm	Barrio Logan, Glashaus Art Studio (Barrio Logan Station, Blue Line) 1815 Main Street, Ste B, San Diego, 92113 <i>Presented as part of Barrio Art Crawl</i>
Saturday, September 17, 10:00am	Mission Valley Library Branch (Fenton Parkway Station, Green Line) 2123 Fenton Parkway. San Diego, 92108
Saturday, September 17, 12:00pm	24th Street Station, National City (Blue Line)
Saturday, September 17, 2:00pm	E Street Trolley Station, Chula Vista (Blue Line)

Saturday, October 8, 1:30pm

Children's Museum Park
(Convention Center Station, Green Line)
200 W. Island, San Diego, 92101
Presented as part of Museum Day

Sunday, October 9, 1:00pm

Old Town Trolley Station (tunnel)
(Green Line)

For more information visit: <http://www.sdopera.org/engage/opera-on-track>

The 2016-2017 International Season

<i>Piotr Beczala in Recital</i>		September 17, 2016
<i>La Cenerentola (Cinderella)</i>	Gioachino Rossini	October 22, 25, 28 and 30 (mat), 2016
<i>Soldier Songs</i>	David T. Little	November 11, 12 and 13 (mat), 2016
<i>Falstaff</i>	Giuseppe Verdi	February 18, 21, 25 and 26 (mat), 2017
<i>La Tragédie de Carmen</i>	Georges Bizet/Peter Brook	March 10, 11 and 12 (mat) 2017
<i>La traviata</i>	Giuseppe Verdi	April 22, 25, 28 and 30 (mat), 2017

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.

About MTS

MTS operates 95 bus routes and three Trolley lines on 53 miles of double-tracked railway. Every weekday more than 325,000 passenger trips are taken on MTS bus and Trolley services. MTS set a new record in FY 2015 with 96.7 million riders. For more information on how you can use MTS Bus and Trolley to go to an Opera performance visit www.sdmts.com.

www.sdopera.org

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