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## **San Diego Opera Names Tina Levy Friedman as the Company's Chief Development Officer**

**San Diego, CA** – San Diego Opera is pleased to announce that **Tina Levy Friedman** has been appointed to the position Chief Development Officer within the Company. The Chief Development Officer is the Company's principal fundraiser, responsible and accountable for achieving the annual and long-term goals for contributed income. Tina and her staff of five will provide impetus and support to the fundraising efforts of the Board, the Board Chair, and the General Director. Tina assumed her post on Monday, August 29, 2016.

"I'm thrilled that Tina will be joining our Executive Team as Chief Development Officer," adds San Diego Opera General Director, David Bennett. "Tina brings with her decades of nonprofit management experience, and, as a long-time resident of San Diego, knows our community well. She is an inspiring and supportive leader, and I look forward to working closely with her to support the vision of San Diego Opera."

Prior to joining San Diego Opera, Tina served as the Director of Development and Women's Philanthropy for the Jewish Federation of Palm Springs and Desert Area where she was responsible for the organization's annual fundraising campaign which saw significant double digit percentage increases during her tenure. Prior to this she was the Assistant Executive Director of Planning and Administration for the Jewish Federation of Greater Rochester where she supervised administrative staff in all areas of the Federation and provided budgetary oversight. She has also been professionally affiliated with the Moores Cancer Center at UCSD and the Jewish Federation of San Diego County.

"San Diego Opera is one of our city's cultural gems and a company recognized throughout the world," shares Tina "I am excited to join the team led by David Bennett. David's vision, combining beloved standard works with newer, innovative operas, will serve to expand opera literacy among current and future audience members and supporters. The dedicated Board, under the leadership of Carol Lazier, is extraordinarily committed to success. They are terrific advocates for the Company."

“Joining San Diego Opera is a way for me to combine my love of and education in music with my background as a nonprofit professional. It’s with this combined passion that I hope to make opera even more accessible – creating more opportunities for more people to enjoy this art form,” continues Tina. “San Diego Opera relies on the support of donors to help it put on high quality programming. We are very fortunate that San Diego is home to many donors and philanthropists who give generously in order to ensure a level of excellence in our performances. As the Chief Development Officer, I look forward to leading the development team in growing the base of support – both in terms of the number of gifts to the Opera and the total amount donated. It is with growth in these two areas that will allow the San Diego Opera to flourish as one of the country’s – and the world’s – leading opera companies.”

A native of Toronto, Canada, Tina is a resident of the San Carlos community in San Diego. She attended the University of Toronto where she received a Bachelor of Music degree in Performance playing oboe in the orchestra as well as in the school’s opera program. While in Canada she saw her first opera, Tristan und Isolde at the Canadian Opera Company. Tina has been a volunteer docent at the Cabrillo National Monument tide pools for over 15 years. She is an avid runner and oenophile. In her free time she enjoys knitting and crocheting. She is married and has two daughters.

**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.

[www.sdopera.org](http://www.sdopera.org)

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