

FOR IMMEDIATE RELEASE

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**VANCOUVER OPERA TAKES MAJOR STEP IN SOCIAL MEDIA  
INNOVATION AND INFORMATION TECHNOLOGY**

**Vancouver, BC** ~ Vancouver Opera has intensified its commitment to developing community engagement and infrastructure through cutting-edge technologies with two important staff appointments in the areas of social media and information technology.

**Ling Chan** has been promoted to the newly-created position of Social Media Manager and **Hali Autio** has been promoted to Director of Information Technology.

Vancouver Opera is one of a very few arts organizations in North America with full-time staff dedicated to Social Media initiatives. VO is proud to be a leader in the use of Social Media in the Vancouver arts community and in the performing arts world and is pleased to show its commitment to growth and innovation in this area with Chan's promotion.

Since joining VO in 2007 as an executive assistant, Ling Chan has been responsible for many groundbreaking social media marketing innovations. Chan's *Blogger Night @ The Opera* was the first of its kind and has subsequently been adopted by opera companies worldwide. Chan has also built a strong online fan base for VO through a very active Twitter presence (including live tweeting from backstage during performances), a Fashion at the Opera Flickr stream, the OperaBot animation contest, and the popular VO blog, which includes regular features such as "Operamania 101".

Hali Autio joined VO in 2004 and since then, as Manager of Information Technology, has worked to advance and improve VO's technological infrastructure. In her new capacity as Director of Information Technology, Autio will continue to expand VO's use of emergent technologies.

"I am very pleased to announce these promotions," said **Christopher Libby**, Managing Director. "Ling Chan has been instrumental in establishing VO on the cutting-edge of the social media realm world-wide. Hali Autio's commitment to new technologies has built a solid infrastructure for VO and under her management I expect we will continue to see improvements."

- 30 -

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