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## **Vancouver Opera to pay its customers' transit fares**

**Vancouver, BC**~ Vancouver Opera announces a new initiative to encourage its patrons to use public transit to get to the Queen Elizabeth Theatre. Beginning this season, every patron who presents their current transit stub or their current monthly pass at the theatre will be given a voucher entitling them to a discount of 10% off the base cost of their next full-priced single ticket to a VO production.

This will mean a returned value of as much as \$12.00, depending on the ticket purchased.

Season subscribers can collect a voucher from each of the four productions this season and receive 10% off their subscription for the following season.

In announcing the initiative, Doug Tuck, Vancouver Opera's Director of Marketing and Community Programs, said, "We want to ensure that our patrons have the best possible experience during their night at the opera. Using public transit can make the journey to the busy downtown cultural zone less stressful – and less expensive – than travelling by car. With the Stadium Skytrain station just two blocks from the Queen Elizabeth Theatre, and many bus routes passing nearby, it's often easy for people to hop on public transit and arrive in plenty of time for the performance and the pre-show events." Added Tuck, "We are also mindful of the desire of many patrons to reduce automobile emissions whenever they can. We share their concerns for air quality in the city and are happy to play a small role in helping them do this."

Patrons who wish to take advantage of Vancouver Opera's offer must visit the Subscriber Services table in the lobby of the Queen Elizabeth Theatre, either before the performance or during intermission. (Some restrictions on this offer will apply. There will be an end date for redeeming the discounts.)

Vancouver Opera's exciting 2007-2008 season begins November 10 – 17, 2007 with the first production in almost 30 years of Mascagni's *Cavalleria Rusticana* and Leoncavallo's *I Pagliacci*. This double bill offers two riveting realistic dramas in a single night at the opera. Scandal, betrayal, and murderous revenge rock two quiet Italian villages in these intensely beautiful and emotionally moving operas. Watch video clips of rehearsals and interviews with the director and singers, hear excerpts from the opera, and read manga versions of the story, by visiting [www.vancouveropera.ca](http://www.vancouveropera.ca) or [www.operaLive.ca](http://www.operaLive.ca).

Tickets to *Cavalleria Rusticana* & *I Pagliacci*, starting at \$29, are available at [www.vancouveropera.ca](http://www.vancouveropera.ca), or by calling the VO Ticket Centre at 604-683-0222. Season subscriptions, beginning at \$99 for four evenings of grand opera, are also available on line, by telephone, or in person at the VO Ticket Centre, 835 Cambie Street, Vancouver.

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