



news release  
vancouveropera.ca

FOR IMMEDIATE RELEASE

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Pricing initiatives and community connections make opera accessible for all budgets

**VANCOUVER OPERA'S 2012-2013 SEASON MORE AFFORDABLE THAN EVER**

**Vancouver, BC** ~ All seats have now been released to the general public for Vancouver Opera's 2012-2013 season. Subscriptions are still available, but individual tickets, starting at \$35, may now be purchased for any of the four productions: *La Bohème*, *The Pirates of Penzance*, *The Magic Flute* and *Tea: a Mirror of Soul*.

**56% of Vancouver Opera tickets are currently priced at less than \$100.** To further enhance accessibility, VO is offering several initiatives to make opera affordable for all budgets and age groups.

The exceedingly popular **Get OUT (Get Opera Under Thirty) program has been expanded** with double the number of tickets available (200 for each production) and an extended age restriction. The program will now offer \$35 tickets (regular price at least \$65) to patrons aged 18 - 34 years (with valid proof of age). Get OUT tickets are available by phone through the VO Ticket Centre at 604-683-0222 or online at [www.vancouveropera.ca](http://www.vancouveropera.ca). Patrons must quote a promo code that is released approximately two weeks before opening night via VO's Twitter and Facebook channels.

**Family Packs are available for all matinee performances** (*La Bohème*: Sunday, October 28; *The Pirates of Penzance*: Sunday, December 2 and 9; *The Magic Flute*: Sunday, March 10 and 17, 2013). Patrons can purchase two matinee tickets and get up to two children's (18 years or younger) tickets for \$35. Family Packs are available by phone only through the VO Ticket Centre at 604-683-0222.

**Students and seniors get special discounts when they buy full season subscriptions.** The potential saving is as high as 27% compared to the price of individual tickets.



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Opera lovers can design their own 3-opera season. Subscriptions to the 2012-2013 Season are available as 3-Packs or 4-Packs, allowing patrons the flexibility to choose the productions they'd like to see. New this season is a three-matinee package, allowing patrons to attend three convenient Sunday matinee performances of *La Bohème*, *The Pirates of Penzance*, and *The Magic Flute*.

VO will continue to offer free dress rehearsal tickets to residents of Vancouver's Downtown Eastside at special previews at the Carnegie Community Centre, and is proud to have renamed the program **The Jim Green Night Before the Opera**, in memory of the respected arts advocate, community builder and opera lover.

Single tickets and subscriptions are available exclusively through the Vancouver Opera Ticket Centre, online at [www.vancouveropera.ca](http://www.vancouveropera.ca), or by phone at 604-683-0222. Visa, MasterCard and American Express are accepted.

**Groups:** For special pricing for groups of ten or more, call 604-683-0222.

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VO's 2012-2013 Season is generously sponsored by Goldcorp