

FOR IMMEDIATE RELEASE

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Surprise!

\$50 Vancouver Opera ticket may be worth \$165
in VO's "Surprise Seats" program, sponsored by Adera

Vancouver, BC ~ Continuing its commitment to accessibility and community value, Vancouver Opera will be offering first-time opera-goers – and those returning for the first time in 5 years – the chance to save between 23% and 70% compared to regular ticket prices, through its **Surprise Seats** program. This enticing and fun initiative is made possible by a grant from Adera, a long-time supporter of Vancouver Opera.

Surprise Seat tickets will be available for \$50 each and will guarantee patrons a seat normally worth at least \$65. Some lucky buyers will get seats worth much more: all the way up to \$165. Seats will be assigned through a random draw after the February 13th deadline and patrons will pick up their tickets at the theatre before their performance.

Adera has generously agreed to underwrite the program by paying the difference between \$50 and the actual value of the seat.

"We are grateful to Adera for their support of this important part of VO's continuing focus on building new audiences," says **Doug Tuck, VO's Director of Marketing**. "Surprise Seats are a terrific value, no matter which seats are assigned. It's a fun way of trying opera for the first time, or of returning after an absence. The program also helps communicate the value of tickets to opera performances, which feature amazing singers, the VO Orchestra and spectacular sets and costumes."

"Adera has a long history of support in introducing new people to this beautiful, venerable art form, and we're very pleased to be working with them on this initiative," says **James W. Wright, General Director of Vancouver Opera**. "We hope Surprise Seats will help create a new generation of opera-lovers and supporters of the arts in our community."

Surprise Seats are available by phone only through the Vancouver Opera Ticket Centre: 604-683-0222. The promotion runs until February 13 for tickets to *Die Fledermaus* or *Sweeney Todd*. Limit of 2 seats per patron. All patrons who have not purchased a Vancouver Opera ticket in the past 5 seasons are eligible for Surprise Seats. Seat quantities are limited. Other conditions apply.

About Vancouver Opera

Vancouver Opera is the second largest opera company in Canada. It is regarded worldwide for its fine mainstage productions; for its country-leading education programs, which have reached more than 1.6 million children and their families in more than 40 years; for its innovative and award-winning community programs; and for forging groundbreaking cross-cultural creative partnerships that have brought opera to new generations of Canadians. Visit www.vancouveropera.ca to find out more.

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VO's 2014-2015 Season is generously sponsored by Goldcorp.