

# SEATTLE OPERA

## PRESS RELEASE

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## **Free Event Ignites Next Chapter at Seattle Opera**

**Sing on the McCaw Hall stage,  
enjoy fun-filled activities at Season Kickoff**

**Noon – 3 p.m.  
Saturday, July 11  
321 Mercer St., Seattle**

SEATTLE – Come one, come all! Bring the whole family and spend the afternoon at McCaw Hall for Seattle Opera’s free Season Kickoff on July 11. Get a sneak peek of the 2015/16 season through fun activities, live performances, and theatrical exhibits. Attendees will view dazzling and detailed costumes; watch a hilarious troupe of improvisers bring opera plots to life; and even get the chance to sing on the McCaw Hall stage. In addition to live opera, including selections from Seattle Opera’s *Our Earth* (designed specifically for the youngest audience members and their families), attendees will be treated to exciting live music by the Seattle Sounders’ official band Sound Wave!

“First and foremost, the Season Kickoff is a day of fun,” said **General Director Aidan Lang**. “Everyone is welcome to come see how this opera company works and preview the exciting things headed to our mainstage. Additionally, July 11 marks the launch of our bold new brand. This fresh look, feel, and vision for the company was designed to speak to our diverse and fast-changing community.”

In addition to the new brand, attendees will be able to explore the company's six upcoming operas in the new season, including *Nabucco* (Verdi), the world premiere of *An American Dream* (Jack Perla), *The Pearl Fishers* (Bizet), *The Marriage of Figaro* (Mozart), *Mary Stuart* (Donizetti), and *The Flying Dutchman* (Wagner).

Doors open to the general public at noon. Attendees can snap a selfie in front of Seattle Opera's big, bold new logo and share images on social media using hashtag #SOBold. In the spirit of *Pearl Fishers*, youth and kids-at-heart will get a chance to "go fishing" for prizes off the Grand Lobby banister, see a wind machine demonstration, and play with thunder and lightning sheets used in *Flying Dutchman* to create storm sound effects. Additional activities will include an open opera rehearsal and sing-along of Verdi's famous chorus "Va, pensiero" from *Nabucco* from 2:30-3 p.m. Enter to win new-brand swag, as well as tickets to performances in the 2015/16 season.

**Sponsorship Information:**

*An American Dream*

**Production Sponsor:**

**True-Brown Foundation**

*Events related to An American Dream Received funding from OPERA America's Opera Fund.*

**Community Partners: Bainbridge Island Historical Museum, Densho, The Japanese American National Museum, Museum of History and Industry (MOHAI) and Wing Luke Museum of the Asian Pacific American Experience**

*Nabucco*

**Production Sponsors:**

**Seattle Opera Foundation**

**Krielsheimer Endowment Fund**

*The Pearl Fishers*

**Production Sponsor:**

**Marks Family Foundation**

*The Marriage of Figaro*

**Production Sponsors:**

**Anne P. Wyckoff**

**Microsoft**

*Mary Stuart*

**Production Sponsors:**

**Maryanne Tagney and David Jones**

**Lenore M. Hanauer**

***The Flying Dutchman***

**Production Sponsors:**

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**About Seattle Opera**

Seattle Opera is a leading opera company, recognized both in the United States and around the world. The company is committed to advancing the cultural life in the Pacific Northwest with performances of the highest caliber, and through innovative education and community programs that take opera far beyond the McCaw Hall stage. Each year, more than 95,000 people attend Seattle Opera performances and the company's programs serve more than 65,000 people of all ages. Seattle Opera is especially known for its acclaimed works in the Richard Wagner canon, and has created an "international attraction" in its presentation of Wagner's epic *Ring*, according to *The New York Times*.