

# SEATTLE OPERA

SPEIGHT JENKINS GENERAL DIRECTOR

## PRESS RELEASE

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### **Seattle Opera Launches New Website on 50<sup>th</sup> Anniversary of Seattle Opera's Opening: September 3, 1963–September 3, 2013**

### **Community Members Submit Photos, Stories, Videos to Celebrate Seattle Opera**

Seattle— Seattle Opera dives into their 50<sup>th</sup> Anniversary by launching a mini-website: [SeattleOpera50.com](http://SeattleOpera50.com). This new mini-site features thousands of fantastic photos and unique audio and video clips. New content, which includes posts and resources submitted by Seattle Opera patrons and community members, will continue to be uploaded over the course of this 50<sup>th</sup> Anniversary season. The company invites the community to contribute to the site by commenting on posts and sharing memories of Seattle Opera.

“I am thrilled that we are making 50 years of Seattle Opera history available to the public,” says Speight Jenkins, General Director of Seattle Opera. “Performances are ephemeral but GREAT performances live on in our memories. The audio clips alone on this site will put you right back in the theater. This website conveys the passion that I have sought throughout my 30 years with Seattle Opera.”

Explore photo galleries of every *Ring* cycle produced by Seattle Opera; audio clips showcasing every recipient of the company's Artist of the Year Award; remember such Seattle Opera milestones as the 1962 World's Fair *Aida*, the 1971 world premiere of The Who's *Tommy* starring Bette Midler, the leadership transition from Glynn Ross to Speight Jenkins in 1983, the 1990 *War and Peace* that opened the Goodwill Games, the creation of the Marion Oliver McCaw Hall, and much more, including Seattle Opera's history of strong education and community engagement programs. It's easy to comment on and/or share any of the site's thousands of posts, and opera-lovers are encouraged to submit stories and memories—just click on the “Your Stories” tab at the top.

Over the course of this 50<sup>th</sup> Anniversary Season, the content of the new site's landing page will change to honor current mainstage programming. To celebrate this summer's successful production of the *Ring*, the landing page currently focuses on Seattle Opera's Wagner productions. In time for this fall's *The Daughter of the Regiment*, the focus will shift to comedies, and then to productions of popular Italian operas for January's *Rigoletto*. We'll showcase rarely-performed operas and American artists in time for *The Consul*; and for May's *The Tales of Hoffmann*, the last opera production of Speight Jenkins's career, the site will showcase Speight's own special favorites.

This 50<sup>th</sup> Anniversary site is the latest example of Seattle Opera's use of technology to share its work. In addition to broadcasting each production live on Classical KING FM 98.1 (streamed at [king.org](http://king.org)), the company maintains a lively blog ([seattleoperablog.com](http://seattleoperablog.com)) and strong followings on [Facebook](https://www.facebook.com/seattleopera) and [Twitter](https://twitter.com/seattleopera); regularly posts audio and video from its performances and events to [SoundCloud](https://www.soundcloud.com/seattleopera) and [YouTube](https://www.youtube.com/seattleopera); and offers its Spotlight Guides and performance programs as an [iPad App](https://itunes.apple.com/seattleopera). Pertinent information about current productions are available at [seattleopera.org](http://seattleopera.org), with information about past accomplishments now available at the new [SeattleOpera50.com](http://SeattleOpera50.com) site.

**Season Sponsor: Gladys Rubinstein, in memory of Sam Rubinstein**

**About Seattle Opera**

Founded in 1963, Seattle Opera is one of the leading opera companies in the United States. The company is recognized internationally for its theatrically compelling and musically accomplished performances, especially the Opera's interpretations of the works of Richard Wagner. Since 1975, Seattle Opera has presented 38 cycles of the *Ring* (three different productions), in addition to acclaimed productions of all the other major operas in the Wagner canon. Seattle Opera has achieved the highest per capita attendance of any major opera company in the United States, and draws operagoers from four continents and 50 states.