

PITTSBURGH OPERA

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Contact:

Kesha M. Pate, Public Relations Manager

Office: (412) 281-0912 ext 248 Mobile: (412) 979-0912

kpate@pittsburghopera.org

Pittsburgh Opera Slashes Lowest Ticket Price and Continues Competitive Discounts

Pittsburgh, PA...For the 2009-2010 season, [Pittsburgh Opera](#) has reduced its lowest ticket price to \$10. This marks a 37.5% decrease from the lowest ticket price in the 2008-2009 season. Further, The Company has kept all other tickets at last season's prices and continues to offer generous group discounts and a special Friday performance ticket package for young professionals.

Discover Yourself
2009-2010
Season

"We are working very hard to continue to produce opera of the highest standard in the current economic climate," said [Pittsburgh Opera General Director Christopher Hahn](#). "We are delighted to be able to offer a very low starting price and continued discounts to groups and young professionals in the 2009-2010 season."

With the reduction of the lowest price ticket from \$16 last season to \$10 for the current season, [Pittsburgh Opera's Director of Marketing and Communications Debra L. Bell](#) wanted to make sure opera remained accessible to a majority of Pittsburghers during the Recession. "People still need to feed their souls when times are tough," said Bell. "We believe the lower ticket prices will allow our audience members to continue enjoying Pittsburgh Opera productions even if their circumstances have changed."

Pittsburgh Opera held the line on subscription prices for 2009-2010, even reducing the price of one package by 34% – making the lowest cost subscription for two operas now \$21. Season subscribers also receive a 15% discount on additional single tickets, which many subscribers use to bring friends and family to a performance. The Opera also offers a money-back guarantee for subscribers – if they are not delighted with their first opera, Pittsburgh Opera will refund the balance of the subscription.

Another area where the company remains competitive is the group tickets division. Pittsburgh Opera has long offered generous group discounts that have allowed schools, community groups, clubs and even groups of friends to enjoy opera at lower prices. Group ticket discounts begin at the purchase of 6 tickets instead of the 10 to 20 tickets common with many other arts organizations.

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Pittsburgh Opera also reaches out to the young professional community with **OPERA***Encore* – a unique opportunity for Pittsburghers in their 20s to 40s who enjoy the arts, new experiences, networking, socializing and downtown nightlife. For only \$35 per person, **OPERA***Encore* attendees enjoy a Pittsburgh Opera production in some of the best seats in the Benedum Center, worth around \$100 each, and an afterparty at a downtown hot spot – all for only \$35.

“The young professionals of today are our season subscribers of tomorrow,” said Bell. “We feel it’s important to offer them an affordable opportunity to enjoy opera early in their adult lives, in the hope Pittsburgh Opera can remain an important part of their cultural lives in the future.”

Subscriptions and group tickets for the 2009-2010 season are on sale now. Single tickets and **OPERA***Encore* tickets will be available starting Monday, August 24, 2009. Tickets can be purchased online at www.pittsburghopera.org or by phone at (412) 456-6666.

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2009-2010
Season

Pittsburgh Opera celebrates its 71st season in 2009-10 with *Eugene Onegin*, *Falstaff*, *The Rape of Lucretia*, *Carmen* and *The Marriage of Figaro*. In addition to its mainstage productions, Pittsburgh Opera produces a range of programs to engage and enrich the community with more than 20,000 students, families and educators participating in its educational events annually. The internationally-renowned Pittsburgh Opera Resident Artist Program is among the country's top training programs for rising opera stars, and the company's newly-designed administrative and rehearsal space, housed in a 139-year-old Air Brake Factory in the city's Strip District, provides space for events ranging from free community Brown Bag concerts to concert and recitals by world-class opera singers.

2009-2010 Season

Eugene Onegin September 26, 29; October 2, 4, 2009

Falstaff October 24, 27, 30, November 1, 2009

The Rape of Lucretia January 30; February 2, 5, 7, 2010

Carmen March 20, 23, 26, 28, 2010

The Marriage of Figaro April 24, 27, 30; May 2, 2010

Beginning August 24, 2009, single tickets for as little as \$10

2009-2010 season subscriptions now for as little as \$21

For ticket information visit our website www.pittsburghopera.org or call (412) 281-0912

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