



presented by



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## **Opera Atelier closes 08-09 season with 31% surge in subscriptions** *Fundraising at \$1 million for second year in a row*

FOR IMMEDIATE RELEASE: Toronto, ON (December 3, 2009)... Alberta Cefis, chair of Opera Atelier's board of directors, announced at the company's Annual General Meeting on November 30, 2009 that the company ended its 2008-09 season with a loss of \$68,072 on an annual operating budget of \$2.3 million.

"While *Abduction from the Seraglio* played to 94% houses, our spring production of *The Coronation of Poppea* suffered the full brunt of the recession, with ticket sales below projections," said Ms Cefis. "The 31% increase in Opera Atelier's subscription base was the saving grace for ticket sales."

For the second year in a row the company achieved \$1 million in fundraising revenue. Individuals and corporations increased their investments in Opera Atelier by 15% and 21% respectively. This growth helped to offset a decline in foundation revenue: more than \$100,000 in non-renewable foundation grants came to an end in this fiscal year. Going forward, the company will continue to ensure prudent fiscal management of expenses, and all senior managers have taken a 3% minimum salary cut across the board. Artist salaries have been protected.

The 2009-10 season continues with a new production of Mozart's popular *The Marriage of Figaro* (April 24 - May 1, 2010) at the Elgin Theatre. Not only is this OA's first new *Figaro* in 20 years, it marks the third new Mozart production of Opera Atelier's ambitious "Mozart Six" plan which to date includes *Idomeneo* (2007) and *The Abduction from the Seraglio* (2008).

Single tickets for *The Marriage of Figaro* are on sale now through Ticketmaster at **416-872-5555**, on-line at [www.ticketmaster.ca](http://www.ticketmaster.ca) or at the Elgin Theatre box office. For more information visit [www.operaatelier.com](http://www.operaatelier.com).

Opera Atelier is grateful for operational funding from the Canada Council for the Arts, the Ontario Arts Council and the Toronto Arts Council. Opera Atelier is a member of The Creative Trust.

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*Opera Atelier is Canada's premier baroque theatre company, producing opera, ballet and drama from the 17th and 18th centuries. While drawing upon the aesthetics and ideals of the period, Opera Atelier goes beyond "reconstruction" and infuses each production with an inventive theatricality that resonates with modern audiences. Over the past two decades, lead by founding director Marshall Pynkoski and founding*

*choreographer Jeannette Lajeunesse Zingg, Opera Atelier has garnered acclaim for its performances at home as well as in the United States, Europe and Asia.*