



SEATTLE OPERA
SPEIGHT JENKINS GENERAL DIRECTOR

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Seattle Opera's BRAVO! Club Membership Hits Record High

Experience Laser Opera With BRAVO! December 5 at Pacific Science Center

Seattle—BRAVO!, Seattle Opera's club for opera-goers age 21 to 39, reported record membership this November. The club now has 511 members, the highest since the organization began in 1996, which makes it one of the largest clubs of its kind for classical music. "Our intermission receptions on performance nights virtually buzz with the excitement. Our members love opera, enjoy the social setting, and are electrified by the amazing performances on stage at McCaw Hall," said Aimee Mell, BRAVO! Club President, who credits the record growth of membership over the last year to "the high artistic quality of the productions at Seattle Opera."

Besides hosting receptions on select performance nights, the club also creates a wide variety of social and educational events, ranging from backstage tours to cocktail parties to simply fun events like the Laser Opera show at the Pacific Science Center on December 5.

"BRAVO! Club is an outstanding example of audience development for young people and one we are very proud of. This club proves there is a young audience out there for

opera. BRAVO! members will be the backbone of our company in the future,” said Speight Jenkins, Seattle Opera’s General Director.

In December, BRAVO! invites opera-lovers and newcomers alike, regardless of their age, to join the club in a special Laser Opera show at the Pacific Science Center on December 5. “We’re always looking for fresh and fun ways to educate people about opera,” said Mell. “By combining the intensity and beauty of opera with the technology of the laser shows, more often associated with rock music, we are breaking down not only stereotypes about opera, but also stereotypes about the kind of people who enjoy opera.”

Complimentary popcorn, light hors d’oeuvres, and chocolates will be served at the Laser Opera event—and the audience is encouraged to bring pillows and blankets for a cozy experience on the floor of the Pacific Science Center’s Laser Dome. Theater seating will be available in the Dome as well.

Laser Opera tickets are \$5 for non-members and reservations are recommended. More information about Laser Opera and the BRAVO! club can be found at www.bravoclub.org.

More About BRAVO!

Founded in 1996 through the collaborative efforts of Seattle Opera and 30 dedicated volunteers, BRAVO! is operated by members with a passionate commitment to creating a community for its members to interact, learn more, and get excited about opera. With a mission to develop new generations of opera lovers in Seattle, BRAVO! has grown into a diverse group of people in their twenties and thirties who share a desire to explore opera and have fun.

For a \$60 membership, BRAVO! members receive opportunities to buy discounted Seattle Opera tickets (with savings as high as 50%) and invitations to events throughout the year. For more information on joining BRAVO!, call 206.676.5547 or e-mail bravo@seattleopera.org.

Laser Opera

December 5, 2007

Hosted by Seattle Opera's BRAVO!

Laser Dome, Pacific Science Center, 200 2nd Avenue North, Seattle, WA

Doors open at 6:00 p.m., show begins at 7:00 p.m.

Tickets: \$5.00 (free for BRAVO! members)

Reservations recommended: 206.676.5547 or bravo@seattleopera.org

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 35 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 opera-goers from four continents and fifty states.