



SEATTLE OPERA
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**SEATTLE OPERA IS THE
FIRST MAJOR OPERA COMPANY
IN THE UNITED STATES
TO OFFER ONLINE “SELECT-YOUR-OWN-SEAT”**

Seattle—Seattle Opera announced today that its completely re-designed website is up and running, and that it is the first major opera site in the country to offer “select-your-own-seat” capabilities. By using Flash 8.0, web users will be able to view the seat maps for any given performance and select the exact seats that are available, similar to the select-your-seat process offered by airlines. Web users may also click on a photo icon to see a view of the stage from various areas of the theater, so that they can have a preview of the view from the seats they are purchasing.

“Seattle Opera was one of the first companies to incorporate the use of Tessitura software, in 2001,” said Kelly Tweeddale, Executive Director of Seattle Opera and Chair of the Board for Tessitura Network, a nonprofit dedicated to software development and support for the performing arts sector. “With this new website, we are again at a

technological forefront, and we're excited to be the first U.S. opera company to offer the best possible customer service in online ticketing.”

The website, www.seattleopera.org, was designed by Seattle-based POP, a leader in web design and technology. “Seattle Opera has long been a leader at using technology to better serve the needs of their patrons,” said Bill Predmore, Founder and President of POP. “The innovative features on the new Seattle Opera website, such as allowing patrons to select their own seat, were crafted to ensure that their patrons’ interactions with Seattle Opera are easier and more useful than ever before.”

Patrons will have the opportunity to update their contact information; review their ticket history, membership level, and upcoming performances; and respond to special invitations. They can purchase subscriptions and single tickets and find information about operas, artists, and ways to save, in the SEASON & TICKETS section. A section called DISCOVER OPERA is packed with resources and information for everyone from the first-time opera “newbie” to the opera aficionado. OPERA 101 includes a basic history of opera, from its earliest beginnings to new developments in contemporary opera. The FIRST TIMER’S GUIDE includes tips on everything from what to wear, to when to yell “Bravo!”, to a glossary of basic opera terms from ‘aria’ to ‘Zeffirelli’. The OPERA RESOURCES section has information about recommended readings, recordings and “Spotlight Guides”—small, informative booklets that explore the basic musical, cultural, and political issues—developed specially for every Seattle Opera production. OPERA FOR YOUNG PEOPLE provides information about special family performances, student discounts, and school programs, and the ADULT EDUCATION PROGRAMS area supplies all the details about Seattle Opera’s wide range of outreach programs, including dates, times, and locations of the Opera’s popular free public lectures.

A comprehensive section on WAGNER explores the works of Richard Wagner that are so important to Seattle Opera. The company is recognized internationally as the pre-eminent presenter of Wagner’s operas in North America.

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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. Seattle Opera's Wagner tradition began under the leadership of the company's founding general director, Glynn Ross, and has continued since 1983 under General Director Speight Jenkins. 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, nineteen countries, and forty-nine states.