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## News Release

FOR IMMEDIATE RELEASE

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# Minnesota Opera achieves a 14-year subscription high

Minneapolis—Minnesota Opera is pleased to announce that its 2013–2014 season subscription campaign has achieved a 14-year high.

Currently, the company has 6,425 subscribers, the vast majority in full-season packages. The company's subscription campaign for the current season launched in late January, 2013, and subscription numbers are expected to climb with the sales of 3- and 4-opera packages through the campaign's completion in early February, 2014.

“We are gratified that so many people in our community have such confidence in the quality of Minnesota Opera performances that they have committed to seeing all of our productions,” said **PRESIDENT AND GENERAL DIRECTOR KEVIN RAMACH**. “More than 90% of Minnesota Opera's full-season subscribers renew their subscriptions each year. That large, loyal subscription audience base grants the company a degree of stability and both allows and expects us to explore and expand the art form. It's so exciting to see that base growing.”

Minnesota Opera combines a culture of creativity and fiscal responsibility to produce opera and opera education programs that expand the art form, nurture artists, enrich audiences and contribute to the vitality of the community.

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