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## News Release

FOR IMMEDIATE RELEASE:

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# Minnesota Opera Names Darby Lunceford Senior Director of Marketing and Communications

**MINNEAPOLIS** (April 1, 2016) - Minnesota Opera is pleased to announce the appointment of Darby Lunceford as the company's new senior director of marketing and communications, effective May 10, 2016. A native Texan, Lunceford has a 20-year history working in arts consulting and senior leadership, most recently serving as the director of marketing and communications at Children's Theatre Company in Minneapolis, Minnesota. He brings extensive experience increasing attendance and advancing the missions of arts organizations through the creation and management of strategic marketing and communications programs.

"We are incredibly excited to welcome Darby Lunceford in this crucial role within the company," says incoming Minnesota Opera President and General Director Ryan Taylor. "His track record of excellence in marketing and communications makes him a valuable addition to Minnesota Opera's staff. Darby will lead a fantastic team tasked with developing new audiences and shaping the future of the organization."

Lunceford's experience includes serving as the director of marketing and communications at the Shakespeare Theatre Company (STC) in Washington, DC. Prior to joining STC, he was a senior managing consultant with Target Resource Group. His career began in New York working at FourFront Press and Marketing, one of the first marketing firms ever created specifically for Broadway and off-Broadway shows. He also worked at the ad agency SpotCo creating and managing advertising campaigns for *Annie Get Your Gun*, *Seussical*, *Blue Room*, *Amy's View* and *Chicago The Musical*, subsequently serving as the director of marketing for *Chicago The Musical* and the national tour of *Sweet Charity*.

"I am honored to join the ranks of one of America's most innovative opera companies, and am very excited to take on a new role in the vibrant Twin Cities arts scene," said Lunceford. "I look forward to forging broader and deeper connections between the Opera and the fantastic community it serves."

Lunceford holds a bachelor of fine arts degree in theater from The Theatre School, DePaul University in Chicago. He brings to the position a passion for the performing arts and a commitment to sharing world-class lyric theater with the greater community.

### About Minnesota Opera

Founded in 1963, Minnesota Opera has paved a bold, illustrious path. As an artistic pioneer, its dedication to excellence and inventive vision make it a steadfast leader in the opera community and beyond. Each year the company reaches nearly 400,000 people through its mainstage productions, groundbreaking education and training programs, community engagement, radio broadcasts and digital content. Heralded for its commitment to develop original works, the company has commissioned and produced more than 40 new operas that have been seen throughout the world. One of the nation's largest and most distinguished opera companies, Minnesota Opera is consistently recognized for its innovation and world-class artistry, delighting audiences young and old for more than 50 years. Together with the Ordway Center for the Performing Arts, The Saint Paul Chamber Orchestra and The Schubert Club, Minnesota Opera is a member of the Arts Partnership and performs on the stage of the Ordway. [www.mnoopera.org](http://www.mnoopera.org).

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