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## News Release

FOR IMMEDIATE RELEASE

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### Minnesota Opera achieves a 10-year subscription high

Minneapolis – Minnesota Opera is pleased to announce that its 2011–2012 season subscription campaign closed at a 10-year high with 6,044 subscribers, the vast majority in full-season packages.

“Though it is a popular sentiment that the subscription model is dead, it’s not what Minnesota Opera has experienced,” said **PRESIDENT AND GENERAL DIRECTOR ALLAN NAPLAN**. “Our large, loyal subscription audience base grants the company a degree of stability, and allows and expects us to explore and expand the art form.”

The company’s subscription campaign for its 2012–2013 season, the company’s 50<sup>th</sup>, launched in late January and is showing early signs of strong renewal by current season ticket holders as well as interest from new subscribers.

“In a community with endless choices for high quality entertainment, it is humbling to recognize Minnesota Opera’s audience has not only stayed with us, but grown through the difficult economic times,” said **ARTISTIC DIRECTOR DALE JOHNSON**. “It speaks to the high degree of satisfaction with the quality of our programming. Heading into the next season with the strength of this endorsement is exciting and a great honor.”

The Minnesota Opera’s mission is to produce opera and opera education programs  
at the highest artistic level that inspire and entertain our audiences  
and enrich the cultural life of our community.

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