

FOR IMMEDIATE RELEASE:

Modesto, California – March 11, 2010

Townsend Opera to perform in the Rogers Theater of the Gallo Center for the Arts beginning with the 2010/11 season

Townsend Opera is pleased to announce that it will be performing in the Mary Stuart Rogers Theater of the Gallo Center for the Arts beginning with its first major production of the 2010/11 season. The season-opening Opera Gala will continue to be held in the Foster Family Theater of the Gallo Center for the Arts.

Matthew Buckman, Executive Director of Townsend Opera, said, “This is a very exciting development for our company, and another example of the strides we continue to take as a company. This move is great for our patrons, our artists, and our budget. For our patrons, the acoustical experience will be even better than it is now. Artistically, we will be able to present opera and musical theater on a grander scale in the bigger theater, and we can now consider works that simply would not fit on the stage of the Foster Family Theater. The finances of the move will also allow us to offer a lower entry-level price point than previously possible, making the opera more accessible to our community. Across the board, this is a great development for our company.”

Townsend Opera will offer two performance of each production in the Rogers Theater, one on Friday evening and another two days later on Sunday afternoon, instead of the three performances offered in the Foster Theater. Current subscribers will have first priority in selecting seats in the Rogers Theater, and new subscribers will be able to choose seats over the summer.

The Mary Stuart Rogers Theater offers many improvements for Townsend Opera. There are significantly more dressing rooms for artists than are currently available; the orchestra pit is much larger, allowing a larger number of musicians and a more full and rich sound from the orchestra; the size of the stage and the orchestra pit accommodates more of the repertoire that requires large forces; offering two performances over the same weekend cuts one week of theater rental from the budget for each production, allowing the company to save money while renting the larger theater; and the production cycle will be shortened by one week, allowing the company to pursue a larger variety of professional and community singers as a result of a lesser time commitment.

Townsend Opera was founded in 1983, and is the only professional opera and musical theater company in Stanislaus County. Townsend Opera Players performs three major productions each season, as well as many other smaller productions and gala performances. In addition, Townsend Opera Players offers many educational opportunities to the community through the Townsend Opera Program, including an early music development program for children aged 8-12, an academic year master class series and a summer institute for students aged 13-18, a collegiate division for pre-professionals, opportunities to access the art form for underserved adult demographics, and productions of fully-staged operas for schools throughout the county.

Contact:

Matthew Buckman
209.523.6426
mbuckman@townsendoperaplayers.com
605 H Street
Modesto, CA 95354

###