

Vancouver Opera Launches TAUPE TUESDAY on October 15

Celebrating the Arts with post-Thanksgiving Deals for Vancouver Opera

OCTOBER 7, 2024, VANCOUVER, B.C./ / Traditional territory of the xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh (Squamish), and səlilwətaɬ (Tsleil-Waututh) Nations – Vancouver Opera offers a twist to the concept of Black Friday with the launch of *Taupe Tuesday* on October 15th.

We do things differently north of the 49th parallel, and we like it that way. Sorry, but it's true. A lot of cultural influence makes its way across the southern border, so it's important to remember that we have our own traditions. Case in point: Black Friday is the day after American Thanksgiving, in November. Good for them and all, and we wish the Walmart greeters all the best for when the time comes, but Canadian Thanksgiving is the second Monday of October, and it's time for a home-grown day of post-holiday deals: **Taupe Tuesday**.

Ah, Taupe! Understated, agreeable and the epitome of quiet sophistication. You'll spot it at your local paint store, lovingly labeled with names like "Kitchen Nook Compromise" and "Dusty Discretion." It's the unsung hero of design palettes, subtly celebrated across pop culture – in films like *The 51st Shade of Grey*, in songs such as *Papa's Got A Brand-New Paper Bag*, and even in breakfast cereal with the ever-popular *Normal K*.

Ah, Tuesday! It doesn't come in a case, it features no hump, it's not particularly thirsty, and it definitely shares none of the weekend's feistiness. Tacos have done their best to give it an air of excitement in recent years, but Tuesdays are really about resting up from last weekend, managing your energy for the remainder of the week, and—particularly on Taupe Tuesday!—making plans for non-Tuesdays of the future.

"Opera is sometimes misconstrued as inaccessible, whether artistically or in cost of entry" says Tom Wright, General Director of Vancouver Opera, "but as we get set to celebrate our 65th anniversary with a comedic and fun production of Strauss' *Die Fledermaus*, we want to highlight the vibrant spectacle of it all, and create something special that brings people together, not just with great deals, but through the power of live performance and community." Like the notoriously restrained colour range it's named for, *Taupe Tuesday* is a nice calm day early in the week to set yourself up for the big, fun celebrations to come. It also highlights Vancouver Opera's continued commitment to making live opera more accessible to audiences across the city. Whether you're a lifelong opera aficionado or someone looking to take a chance on your very first show, *Taupe Tuesday* deals are a perfect opportunity to set yourself up for unforgettable experiences at a reduced price.

Vancouver Opera's 2024-2025 season promises to be its most exciting yet, featuring a vibrant selection of beloved classics, innovative new works, and timeless masterpieces. With these exclusive *Taupe Tuesday* deals, there's no better time to dive into the magic of live opera.

Vancouver Opera opens its 2024-2025 season with Johann Strauss' comedic *Die Fledermaus*. In February, Jonathan Dove's *Flight* lands at the Queen Elizabeth Theatre. In the spring, the season concludes with Giacomo Puccini's magnificent opera, *Madama Butterfly*.

How to Participate:
Taupe Tuesday deals will be available online at Vancouver Opera's official website, through the box office, or by phone. To ensure you don't miss out on these limited-time offers, sign up for email notifications via Vancouver Opera's website and follow Vancouver Opera on social media for reminders and special offers leading up to October 15.

For more information about the 2024–2025 Vancouver Opera Season, please visit vancouveropera.ca.

ABOUT VANCOUVER OPERA

Vancouver Opera creates extraordinary experiences that engage, inspire and entertain through voice, music and theatre. Vancouver Opera is the second largest professional opera company in Canada and is regarded worldwide for its fine mainstage productions, country-leading education programs and innovative community programs. Learn more at www.vancouveropera.ca.

Vancouver Opera has the continuing support of The Canada Council for the Arts, Government of Canada, the BC Arts Council and BC Provincial Government, the City of Vancouver Cultural Services and Vancouver Civic Theatres. Vancouver Opera's season sponsors are BMO, Mission Hill Family Estate, and the Alan and Gwendoline Pyatt Foundation.

For more information, access to photo gallery and interviews, contact
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