


## Vancouver Opera Urges Supporters to Double the Impact of a Donation During Generous Matching Campaign Initiated by Martha Lou Henley

## Opportunity for Vancouver Opera to receive $200,000 in donations by June 30

**JUNE 17, 2024, VANCOUVER, B.C./ / Traditional territory of the xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh (Squamish), and səlilwətaɬ (Tsleil-Waututh) Nations –** Vancouver Opera celebrated an incredible 2023-2024 season but faces the growing challenge of significantly increased production costs as it heads into its 65th season. Through three incredible productions this past season, Vancouver Opera experienced a 33% increase in audiences, but it's not enough to keep up with the rising costs of producing full-scale operas. To support VO's mainstage productions and community outreach initiatives, Martha Lou Henley has donated $100,000, and until June 30th will match the generosity of additional donors up to $50,000.

"This past year saw over 30,000 patrons join us at our three incredible operas, while at the same time we connected with 23,000 students across the province during our epic Opera in Schools tours," said Tom Wright, Vancouver Opera General Director. "Vancouver Opera also launched a new era in artistic leadership with the introduction of our new Music Director, Maestro Jacques Lacombe. Our free programs helped us reach an additional 10,000 patrons through our Opera in the Park concert, the Voices concert series, and our various pop-ups throughout the city. All these incredible numbers tell us that opera is very much still loved and we want to continue offering high quality performances. This generous donation by Martha Lou Henley will be instrumental in bringing our budget to a more balanced place."

Known for her continuous generosity to Vancouver Opera, Martha Lou Henley has donated $100,000 to the company as they prepare for their 65th anniversary celebrations. And in the spirit of giving, she is enticing others to donate to the organization. Donations received before June 30th will be matched by Martha Lou Henley up to an additional $50,000.

Adds Wright, "potentially receiving a gift of $200,000 would be tremendous for the creative productions we have planned for our 65th anniversary. I encourage everyone who has been touched by Vancouver Opera to donate whatever they can. This incredible matching donation gift is vital to our future."

Vancouver Opera is appealing to audiences to donate and find full information at www.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, contact Cynnamon Schreinert. 604-802-2733; cynnamon@hartleypr.com

To unsubscribe from the HartleyPR Arts media list please click here.