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## Lyric Opera of Kansas City Becomes A CauseCards Partner

*New program for non-profits lets Lyric Opera supporters contribute at no cost*

**Kansas City, MO (October 5, 2009)** — The Lyric Opera of Kansas City has become a fundraising partner of CauseCards, LLC, which will provide an important new revenue source in these challenging economic times. An innovative concept that creates automatic, ongoing support for charitable organizations, the CauseCards program enables Lyric Opera supporters to donate — at no cost to them — a portion of every credit card purchase back to the Lyric Opera.

Conceived by social activist and Lyric Opera board member Dr. Maria Kunstadter, CauseCards, based in Kansas City, MO, is the premiere no-cost credit card program for not-for-profit and cause-related fundraising. The Lyric Opera CauseCards program will make it possible for individuals to contribute to the Company every time they use the card. Donations are processed automatically allowing Lyric Opera CauseCard holders to return up to 1% of their charged amounts to the Lyric Opera.

“We hope the CauseCards program will be an easy and powerful fundraising tool in the current economical climate,” said Evan Luskin, General Director of the Lyric Opera. “In addition to bringing us a new source of revenue, a CauseCard that carries our logo is also a tangible reminder of the commitment our friends and supporters feel for the Lyric Opera,” he added.

“On behalf of CauseCards, we’re thrilled to partner with an organization of the stature and integrity of the Lyric Opera of Kansas City,” said Dr. Kunstadter. “We look forward to helping the Company raise more funds to expand their programs, and we’re excited that so many loyal Lyric Opera supporters will soon be carrying Lyric Opera CauseCards,” she noted.

**About CauseCards, LLC:** CauseCards is the premiere no-cost credit card program for not-for-profit and cause-related fundraising that facilitates donations to worthy causes at

no cost to the cardholder. Featuring branded MasterCard and Visa credit cards designed for personal and business use, the CauseCards program lets almost anyone become a philanthropist, while reinforcing the principles of community service and sustainability. For more information, visit [www.mycausecard.org](http://www.mycausecard.org).

**About the Lyric Opera of Kansas City:** The Lyric Opera of Kansas City performs in the Lyric Theatre at 1029 Central in downtown Kansas City, Missouri. The Company is in its 52<sup>nd</sup> season and will present *H.M.S. Pinafore*, November 6-14, 2009, *Rigoletto*, March 20–28, 2010 and *Don Giovanni*, April 24–May 2, 2010. To purchase tickets, visit [www.kcopera.org](http://www.kcopera.org), or call the ticket office at (816) 471-7344 or 1-877-OPERA KC.

The Lyric Opera of Kansas City is a member of OPERA America, and the 2009-2010 season is made possible with funding from the Missouri Arts Council, the ArtsKC Fund and Neighborhood Tourism Development Fund.

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