



FOR IMMEDIATE RELEASE

CONTACT:

Jim DeGood, (816) 471-4933 ext. 120, jdegood@kcopera.org

Shannon Sundberg, (816) 471-4933 ext. 129, ssundberg@kcopera.org

Lyric Opera leads the industry in audience communication

Artistic Director tweets during indoor performance of H.M.S. Pinafore

KANSAS CITY, MO. (November 13, 2009) – The Lyric Opera of Kansas City kicks off National Opera week with live tweeting during *H.M.S. Pinafore* on Sunday, November 15 at 2 p.m., an industry first.

Artistic Director Ward Holmquist will provide live Twitter commentary during the performance giving insight into the production of the opera. The live communication with the audience members who follow @kcopera on Twitter will give patrons an experience similar to a “pop-up video” which was made infamous by Vh1. Patrons can also follow the tweets and read comments from other attendees at #kcopera.

“Arts organizations traditionally ask patrons to silence their cell phones and turn their full attention to the performance,” noted Mr. Holmquist. “For this special performance during National Opera Week, we wanted to allow patrons to connect more fully with our Company and with each other.”

Patricia Keirnan Johnson, Marketing and Media Manager for Opera America states, “I haven’t seen many companies themselves tweeting during performances. Live-blogging, yes – tweeting, not to my knowledge.” “I don’t know of any other opera companies who have experimented with live tweeting – only theater companies,” reflects Maryann Devine, who writes the blog *smARTS & Culture*.

Portland Opera and Vancouver Opera both utilized social media by experimenting with live blogging during the intermissions of their productions. However, this is the first time live tweeting will occur by an indoor opera company where tweets from the Company will be sent to members of the audience and followers are encouraged to leave their phones on during the production.



H.M.S. Pinafore Performance Information

Music by Gilbert & Sullivan

Performed in English with subtitles projected above the stage

Lyric Theatre, 11th and Central, Downtown Kansas City

Two performances left: Saturday, November 14 at 8 p.m. and Sunday, November 15 at 2 p.m.

\$20 Tweet Seats - Tweeters who participate in the social networking site Twitter will have the opportunity to sit in a special all-Tweet section in the Lyric Theatre and will receive exclusive content tweeted throughout the performance by Lyric Opera Artistic Director Ward Holmquist. Tweet Seats are available by using promocode: TWEETSEATS online, over the phone and at the Lyric Theatre.

To purchase tickets, visit www.kcopera.org, or call the ticket office at (816) 471-7344 or 1-800-OPERA KC (673-7252).

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

###