



Press Release

FOR IMMEDIATE RELEASE:

March 24, 2018

Greensboro Opera announces expanded 2018-2019 Season

(Greensboro, N.C.) Greensboro Opera is excited to announce its 2018-2019 season of performances and educational programs, including a second production, as well as a collaboration with Piedmont Opera entitled “Fall for Puccini.” The two-week festival celebrating the work of Giacomo Puccini will open in Winston-Salem with Piedmont Opera’s production of *La Bohème*, a story set among struggling artists in the Latin Quarter of Paris on October 26, 28, and 30, 2018. Ten days later, on November 9 and 11, 2018, Greensboro Opera will produce *Madama Butterfly*, a love story that goes horribly wrong in a fateful meeting of East and West. The Metropolitan Opera will also broadcast Puccini’s *Fanciulla del West* on October 27th at SECCA, in Winston-Salem and at The Regal Grand Cinema in Greensboro. The opera companies hope the festival will help expand their customer bases, develop new sources of funding and cut costs without compromising either organization’s mission or quality.

This collaboration comes at a time when many local nonprofit arts organizations are looking for ways to continue to maintain and even expand audiences. “Piedmont Opera and Greensboro Opera met to discuss how we both can succeed in this environment while fulfilling our own artistic missions,” said David Holley, the General and Artistic Director of Greensboro Opera. “One solution is to collaborate and leverage our resources.” The companies selected operas by Puccini because “no composer communicates more directly with an audience than Puccini, who once said his success came from putting ‘great sorrows in little souls,’” said Piedmont Opera’s General Manager James Allbritten. “Puccini operas tell us that at some point in life, people endure the same trials of love and envy, loss and heartbreak.”

In addition to November’s *Butterfly*, Greensboro Opera is adding another production to its mainstage season. As an “anchor tenant” in Well•Spring Life Plan Community’s new \$12-million Auditorium, the company will present Humperdinck’s *Hansel and Gretel* in the Spring of 2019. “We are eager to deepen our already vibrant partnership with Well•Spring,” Holley said. “Last year we launched our Adult Opera Education Enrichment program, and Well•Spring has hosted the preliminary staging of our operas over the last three years. We’re honored to help “christen” their new, state-of-the-art facility with a family-friendly fairy tale opera.”

Educational outreach is an equally important part of Greensboro Opera’s mission. To that end, the company will be a partner in the Guilford County Schools (GCS) Summer Arts Institute, through the creation of Greensboro Opera Youth Opera (GOYO). This program will occur June 18-28 and will be led by Metropolitan Opera veteran mezzo-soprano and Greensboro native, Elvira Green. GOYO expands Greensboro Opera’s current educational offerings, which include the aforementioned Well•Spring Adult Enrichment program, its annual *Opera at the Carolina*, as well as the “Barbara Ann Peters Write Your Own Opera Contest,” which received national attention last February in the *Miami Herald*, the *Washington Times* and *Council of Great City Schools*.

In addition to the Guilford County Schools, Greensboro Opera fosters exciting partnerships with other organizations, including the Eastern Music Festival, with whom it will present “What I Did for Love” on July 18 at Temple Emanuel as part of the 2018 EMF season. The 2018-19 season will also be the seventh year of Greensboro Opera’s partnership with the UNCG Opera Theatre.

In a related note, the company has promoted David Holley to General and Artistic Director, effective March 20, 2018. “Greensboro Opera is very proud to announce the promotion of David Holley as both General and Artistic Director,” said Board of Trustees President, Janet Hendley. “This is a well-deserved recognition of the fact that David has been doing the work of a general director without compensation for the past four years. Under the direction of David, Greensboro Opera has produced four highly acclaimed fully-staged operas and is ending our fiscal year with a budget surplus for the first time. The results speak for themselves!”

About Greensboro Opera

Greensboro Opera is a community-based company dedicated to fostering the growth of opera, and to presenting professional productions of the highest artistic caliber for the enjoyment, education, and enrichment of the Triad region of North Carolina.

Funding Credits

Special funding from VF Corporation, Cone Health, Well•Spring, Cemala Foundation, ArtsGreensboro, Tannenbaum-Sternberger Foundation, BB&T, Zuraw Financial and Pennybyrn

For more information, please visit the Greensboro Opera [website](#).

Discover Greensboro Opera on social media:



###

PRESS CONTACT:

David Holley
(336) 580-1008
d_holley@uncg.edu