



DENNIS HANTHORN - *Zurich General Director*

IO-II NEWS

Media Contacts:

Cristina Vásconez Herrera
cvherrera@atlantaopera.org
404-881-9194

Laura D. Soldati
lsoldati@atlantaopera.org
404-591-2931

FOR IMMEDIATE RELEASE

The Atlanta Opera Receives \$112,000 from Anonymous Donor

Donation to be Used to Launch “The Heart of the Opera” Campaign

Zurich General Director Dennis Hanthorn announced today that The Atlanta Opera has received \$112,000 from an anonymous donor. The generous donation will be used to launch “The Heart of the Opera” campaign, a fundraising effort with a goal to raise \$112,000 in 112 days. “We have found in the past that the best way to encourage donations is to provide an incentive to match these contributions,” says Mary K. Roarabaugh, The Atlanta Opera’s Director of Development. “We decided to launch the ‘Heart of the Opera’ campaign to fill a need, and out of our profound appreciation for this anonymous donor, who personifies ‘the heart of the opera.’” The money raised in the campaign will go toward Atlanta Opera productions and outreach initiatives during the 2010-2011 season. “The Heart of the Opera” campaign begins on Tuesday, October 26.

To make a donation to “The Heart of the Opera” campaign, please visit atlantaopera.org.

Watch [VIDEO](#) about “The Heart of the Opera.”

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