



DENNIS HANTHORN - Zurich General Director

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FOR IMMEDIATE RELEASE

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ATLANTA OPERA LAUNCHES NEW WEB SITE

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ATLANTA – Coinciding with the announcement of its 2010-2011 season, The Atlanta Opera today announced the launch of its new Web site at www.atlantaopera.org. The new Web site, replacing a site The Atlanta Opera utilized for six years, features increased functionality and easy navigation to better serve opera customers. New features of the site include a comprehensive events calendar, complete performance and company information, educational tools including a library of online opera study guides and video features. Upcoming developments will include a blog, online event registration and, eventually, real-time select-your-own-seat ticket buying for single tickets and season tickets. The Atlanta Opera partnered with Commercial Media Corporation to develop the new site.

The new Web site is the most recently completed step in The Atlanta Opera's revitalized e-media effort. Other recent e-media efforts have included the establishment of online networks on Twitter and Facebook, which have now reached over 2,000 followers.

Details on The Atlanta Opera's 2010-2011 season are highlighted on the new site. The Atlanta Opera's 2010-2011 season, featuring Puccini's beloved *La bohème*, Gershwin's American classic *Porgy and Bess*, and Mozart's funny and poignant *Così fan tutte*, will be presented October 2, 2010 through April 17, 2011 at the Cobb Energy Centre. Season tickets are on sale now and can be purchased at www.atlantaopera.org. The Atlanta Opera is also currently selling tickets for the remaining two productions in its 2009-2010 season, *Aida* on February 27, March 2, 5 and 7 and *The Magic Flute* on April 24, 27, 30 and May 2. Single tickets can be purchased at www.atlantaopera.org.

ABOUT THE ATLANTA OPERA

Founded in 1979, The Atlanta Opera is one of Atlanta's premier cultural institutions, drawing audiences from the entire metropolitan Atlanta area as well as from the Southeast region. Led by Zurich General Director Dennis Hanthorn, The Atlanta Opera strives to expand the experience of its patrons with memorable and exciting opera performances reflecting the highest musical and theatrical standards, while supporting community and educational programs. The company also works to attract the finest international, national, and regional singers, conductors, stage directors and design-



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ers. For the 2010-2011 season, The Atlanta Opera presents three productions with four performances each at the Cobb Energy Centre. For more information on The Atlanta Opera, please visit www.atlantaopera.org.

ABOUT COMMERCIAL MEDIA

Commercial Media is a competitive company that encompasses software development and managed hosting solutions. Commercial Media is a privately held company, founded in 1998, that has used its expertise in the Internet and Information Technology arenas to enable more than 600 non-profits, and commercial entities to streamline their internal business processes, generate new streams of revenue, and better serve their customers. The company is located in Baltimore, Maryland.

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