



DENNIS HANTHORN - Zurich General Director

IO-II NEWS

Media Contact

Cristina Vásconez Herrera
cvherrera@atlantaopera.org
404.881.9194

FOR IMMEDIATE RELEASE

.....
**THE ATLANTA OPERA PROMOTES PAUL MELROY
TO MANAGING DIRECTOR**

Other Staff Appointments Announced As Company Realigns
.....

Atlanta, GA – The Atlanta Opera’s Zurich General Director Dennis Hanthorn announced today the promotion of Paul Melroy to the newly created position of Managing Director. Melroy currently serves as the Atlanta Opera’s senior director of finance and administration, a position he has held since 2004 and previously from 1993 to 2000. In his new position, Melroy will be responsible for supervising all administrative and revenue functions of the company including marketing, development, finance, human resources and facilities. He will report to Hanthorn, who retains responsibility for the overall strategic direction of The Atlanta Opera and for all artistic decisions. Additionally, Hanthorn will continue to serve as a key ambassador for the Atlanta Opera’s fundraising campaigns.

“Recent administrative vacancies and the reduction of our operating budget from \$6.7 million to \$5.2 million make this a good time to realign the staff and to streamline our operations so that we are poised for the growth we know will occur as the economy revives,” comments Hanthorn.

In addition to Melroy’s promotion, Hanthorn has promoted Cristina Vásconez Herrera to the position of director of marketing and communications. Herrera, who most recently served as the Atlanta Opera’s director of communications since 2008 and interim director of marketing from 2007 to 2008, was the company’s director of marketing and public relations from 1995 to 2000. She fills the vacancy left in April when Shannon McClure became marketing director for the Lied Center for Performing Arts in Lincoln, Nebraska.

With the departure of Atlanta Opera Director of Artistic Administration Eric Mitchko to become general director of the newly formed North Carolina Opera, staff responsibilities in the Atlanta Opera’s production department are being realigned under Hanthorn’s direct supervision. Education Manager Emmalee Iden adds a variety of responsibilities to her education activities including the selection and casting for the Atlanta Opera Studio’s touring show, engaging singers and accompanists for community events and coordinating and delivering “opera talks” for audience development purposes. Company Manager Elecia Crowley has been promoted to Artistic Administrator and will work with Hanthorn on administering singer, chorister, and other artist contracts. Production Manager



DENNIS HANTHORN - *Zurich General Director*

10-11 NEWS

Michael Benedict assumes responsibility for all production-related activities including scheduling, set rentals, technical direction and the hiring of lighting and wig and makeup designers.

.....

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 designers. For the 2010-2011 season, The Atlanta Opera presents three productions with four performances each at the Cobb Energy Centre.