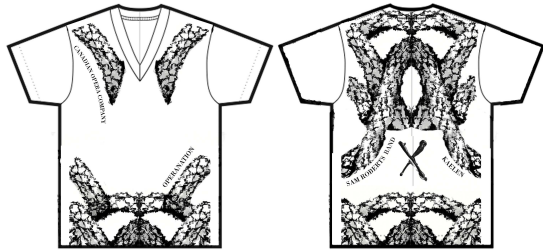


Press Release

Operanat10n: A Night of Temptation: Showing Off Opera Through Creative Partnerships

Sam Roberts Band Collaborates Onstage and in Fashion, while Jon Sasaki Highlights the Power of the Voice through Video



TORONTO, October 10, 2013 -- In an evening of epic sensory exploration, *Operanat10n: A Night of Temptation* features unique, never-before-seen artistic installations produced through creative partnerships in the realms of fashion, visual arts and music. This year promises to be the most lavish *Operation* party to-date with contributions from world-renowned artist **Jon Sasaki**, fashion-label **KAELEN** and Canadian rock sensation, the **Sam Roberts Band**. On **October 24**, this Canadian Opera Company fundraiser commemorates its 10th anniversary, aiming to raise over \$100,000 for the COC Ensemble Studio, Canada's premier training program for young opera professionals.

"The growth of *Operation* as a touchstone event in Canada is a reflection of the strength and calibre of our partnerships year after year," says **COC General Director Alexander Neef**. "Opera is an expression of different art forms all working together to create something exceptional. We endeavour to highlight this with the programming of *Operation*, presenting opera in such a way that it's accessible to a wide audience and ensuring our guests will come away having had an unforgettable party experience."

Pitch Perfection

The Canadian Opera Company is teaming up with multi-disciplinary artist **Jon Sasaki** in the development of a unique video installation to be presented for the first time at *Operanat10n: A Night of Temptation*. Capturing the vocal talents of opera singers from the Canadian Opera Company's Ensemble Studio on film, Sasaki's piece will showcase the remarkable tone and pitch levels achievable by the human voice.

Sasaki is a Toronto-based contemporary artist well-known for his use of performance, video, object and installation to illustrate repetition, trial and error and humour. He has been exhibited nationally and internationally, including at the Art Gallery of Ontario and Galerie Clark.

Dressing the Part

Operanat10n: A Night of Temptation's headlining musical act is Canadian rock star group, the **Sam Roberts Band**, who is partnering with acclaimed New York-based fashion label **KAELEN** in the design of a high-end concert tee to commemorate the 10th anniversary of *Operation*. The shirts will highlight the collaborative aspects of music and fashion and incorporate elements of this year's *Operation* theme of temptation. The Sam Roberts Band X KAELEN *Operation* tees will retail for \$100 each with a limited collection of 50 tees available as of October 21, 2013 online through the COC's Opera Shop at coc.ca/operashop and in-person at the Four Seasons Centre for the Performing Arts (145 Queen St. W.). All proceeds will go to support the COC's Ensemble Studio.

KAELEN, from Canadian-born designer Kaelen Haworth, was launched in 2010 and is known for its clean, modern and androgynous design aesthetic.

Investing in Opera's Future

Operation's long term partnerships have contributed significantly to the success and growth of the event. "TD is thrilled to have supported *Operation* since the beginning as the Canadian Opera Company continues to play a significant role in developing the arts in Canada and inspiring the next generation of opera patrons," says **Alan Convery, Senior Manager, Community Relations, TD Bank Group**. "*Operation* is unlike any event - it redefines opera for a new audience and we look forward to what's next."

TD Bank Group has committed their support of title sponsor for *Operation* annually over the last 10 years and continues to support through 2014.

Tickets

Operanation: A Night of Temptation party tickets are \$150 per person and available online at operanation.ca or by calling COC Ticket Services at 416-363-8231. **Party tickets are already 85% sold!** VIP and Early Bird tickets are sold out.

Acknowledgements

Presenting Sponsor: TD Bank Group

VIP Sponsor: J.P. Morgan

Official Fragrance: Calvin Klein DOWNTOWN

Partnering Sponsors: Burgundy Asset Management, Globalive Communications Corp.

Contributing Sponsors: BMO, WeirFoulds LLP

Event Supporters: 10tation, Chair-man Mills, KAELEN, Knot PR, Media Needs, Mill St., Perrier, Lilium, Toronto Life, Trius Wines

Operanation: A Night of Temptation Co-chairs:

Amy Burstyn Fritz, Anne Maggisano and Jeffrey Remedios

Operanation: A Night of Temptation Campaign Credit:

Ambur Braid in a J Mendel gown available at The Room. Hair & Makeup: Aniya Nandy/Plutino Group. Jewels by Mindham Fine Jewellery. Photo: JJ Thompson/medianeeds.ca© 2013

ABOUT OPERANATION

Operanation is the Canadian Opera Company's premier fundraising event. For arts patrons as well as the opera-curious, *Operanation* presents a unique experience, equal parts party and performance, with special collaborations between classic and modern music and complementary art forms ranging from visual arts to fashion. Attracting over 1,000 guests, *Operanation* takes over three floors of the COC's opera house, the Four Seasons Centre for the Performing Arts. Funds raised for *Operanation* are directed towards the COC's Ensemble Studio, Canada's premier training program for young opera professionals. For more information on *Operanation*, visit operanation.ca, [@operanation](https://twitter.com/operanation), or facebook.com/Operanation

ABOUT THE ENSEMBLE STUDIO

The COC Ensemble Studio, underwritten in part by Peter M. Deeb and The Slight Family Foundation, is Canada's premier training program for young opera professionals and provides advanced instruction, hands-on experience, and career development opportunities. The Ensemble Studio is also supported by the Government of Canada through the Department of Canadian Heritage, RBC Foundation and other generous donors.

ABOUT THE CANADIAN OPERA COMPANY

Based in Toronto, the Canadian Opera Company is the largest producer of opera in Canada and one of the largest in North America. The COC enjoys a loyal audience support-base and one of the highest attendance and subscription rates in North America. Under its leadership team of General Director Alexander Neef and Music Director Johannes Debus, the COC is increasingly capturing the opera world's attention. The COC maintains its international reputation for artistic excellence and creative innovation by creating new productions within its diverse repertoire, collaborating with leading opera companies and festivals, and attracting the world's foremost Canadian and international artists. The COC performs in its own opera house, the Four Seasons Centre for the Performing Arts, hailed internationally as one of the finest in the world. Designed by Diamond Schmitt Architects, the Four Seasons Centre opened in 2006, and is also the performance venue for The National Ballet of Canada. For more information on the Canadian Opera Company, please visit its award-winning website, coc.ca.

For Further Information

Halysa Maloni

Knot PR

Tel (416) 532-9035

Email: hkm@knotpr.com

knotpr.com