

For immediate release: May 15, 2014

## **CANADIAN OPERA COMPANY'S NEW VALUE-PRICING SUBSCRIPTIONS HALFWAY TO SELLING OUT FOR 2014-2015 SEASON**

### ***COC MOST-SUBSCRIBED OPERA COMPANY IN NORTH AMERICA***

**Toronto** – Ten days before the close of its 2013/2014 season, the COC's acquisition subscription campaign for the 14/15 performance calendar is enjoying great success with half of its allotted new value pricing subscription packages already sold. Value-pricing subscriptions on the Ring 5 and Orchestra Ring levels of the Four Seasons Centre for the Performing Arts are sold out with extremely limited availability on the Grand Ring box level.

In January 2014 the COC undertook a restructuring of its subscription pricing for the 14/15 season and introduced **1,780 packages** with a new value-pricing option to offer subscribers an unparalleled level of affordability. This new pricing applies to select seating on the Ring 5, Ring 3, Orchestra and Grand Ring levels of the Four Seasons Centre. The resulting packages in these sections, valued at \$169, \$399, \$499 and \$799, represent a saving of 50% to 60% on individual ticket prices. To date, **878 value-priced packages have been sold** with **663 purchased by first-time subscribers** to the COC.

“For a few years now we've seen some of our patrons being held back from coming to the opera because of pricing. The value-pricing initiative was introduced to make going to the opera more affordable and we're pleased with how well received it has been, particularly by first-time subscribers,” says **Canadian Opera Company General Director Alexander Neef**. “So far, this year's campaign is very encouraging. In addition to welcoming new subscribers, the majority of patrons are either renewing at their current level or upgrading their seats for the 14/15 season. This is a testament to the artistic excellence of the company as well as undeniable recognition of the tremendous savings, at all price levels, that subscribers enjoy.”

Among the tier-one opera companies in North America (those with operating budgets exceeding \$10 million), the COC is the most subscribed with **59%** of its total capacity sold on subscription.

With the opening of the 14/15 season still more than four months away, the COC has already achieved **80%** of its subscription goal for the new season by processing **9,870 subscriptions**, of which **1,368 are new orders**, resulting in the sale of **57,074 tickets**. The opera company is holding steady on repeat subscriptions to the full-opera season with a **79%** renewal rate recorded to date. The COC's 14/15 season opens on October 3, 2014.

The COC closes its 13/14 season on May 24, 2014, with the final performance of *Don Quichotte*.

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### **TICKET INFORMATION**

Now on sale, subscriptions to the six mainstage productions for the COC's 14/15 season range from **\$148 to \$2,050**, and may be purchased online at **CanadianOpera.ca**, by calling **416-363-8231**, or in person at the **Four Seasons Centre Box Office**, 145 Queen St. W., Toronto. Prices include HST. Special pricing is also available for seniors and children.

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**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 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 COC, visit its award-winning website, [canadianopera.ca](http://canadianopera.ca).

- 30 -

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