

Press Release

Party of the Decade: Sam Roberts Band Announced to Headline 10th *Operanation*

Rock Meets Opera in Collaboration with COC's Ensemble Studio Singers



TORONTO, August 28, 2013 -- On **October 24, 2013** the **Canadian Opera Company** celebrates its 10th *Operanation* with a collaborative party performance featuring the multi-platinum, six-time Juno winning **Sam Roberts Band** and the COC's Ensemble Studio artists. In a unique celebration of sound and sensation, *Operanation: A Night of Temptation* transforms three levels of the Four Seasons Centre for the Performing Arts into a multi-sensory evening of epic proportions. This year's event is set to raise over \$100,000 for the **Ensemble Studio**, Canada's premier training program for young opera professionals.

"*Operanation* began 10 years ago as a fundraising initiative and has since expanded to become an extraordinary platform for the Canadian Opera Company to reach new and younger audiences," says **COC General Director Alexander Neef**. "*Operanation* demonstrates how versatile opera can be by pairing our classical singers

with exceptional modern musicians to create a truly unique party performance. We're thrilled to welcome the Sam Roberts Band to our opera house to commemorate this very exciting 10th anniversary."

The Voices of *Operanation*

This year's featured contemporary music act, the **Sam Roberts Band**, is one of Canada's most sought-after rock groups. Hailing from Montreal, the Sam Roberts Band has achieved great success both nationally and internationally with six Juno awards, multi-platinum albums and a much-anticipated fifth studio album on the way. Recognized for their catchy rhythms and lead singer's iconic voice, *Operanation: A Night of Temptation* will be the Sam Roberts Band's first-ever live operatic performance alongside members of the COC Ensemble Studio.

Since its inception, *Operanation* has grown from an intimate fundraiser of 300 guests to the largest opera party in North America, with over 1,000 guests annually in attendance. In 2010, Alexander Neef and **Jeffrey Remedios**, Arts & Crafts President and *Operanation* Co-chair, re-envisioned the event with the introduction of musical collaborations by modern, popular artists with the COC's Ensemble Studio singers. Previous *Operanation* events have featured the musical talents of Nelly Furtado, Rufus Wainwright, the Arkells, Austra and Broken Social Scene.

An Evening of TEntation

Setting the scene for a unique experience year after year, *Operanation* draws inspiration from the COC's upcoming season in creating an annual event theme. *Operanation: A Night of Temptation* is inspired by *Così fan tutte*, a popular comedic opera by Wolfgang Amadeus Mozart, coming to the COC in 2014 in a new production directed by Atom Egoyan. *Operanation: A Night of Temptation* immerses guests in the classic story of seduction, duplicity and love as elements of the opera are translated into food, fashion, music and art.

The *Operanation: A Night of Temptation* creative campaign also pays homage to the 10th anniversary year with emblems of 2013: featuring COC Ensemble Studio alumna soprano **Ambur Braid** cloaked in emerald green, the PANTONE colour of the year, and a snake, the official Chinese animal of 2013. Braid is well known to *Operanation*-goers as the soaring operatic voice heard alongside Broken Social Scene, Austra, and the Arkells in years past.

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. Early Bird tickets are sold out.

Acknowledgements

Presenting Sponsor: **TD Bank Group**
Preferred Fragrance: **DOWNTOWN Calvin Klein**
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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/medianews.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

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