



NEWS RELEASE

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OPERA COLORADO ON MYSPACE.COM More than 130 friends currently linked in

Denver, Colo.— Opera Colorado announces its new profile on www.myspace.com, the online networking site that connects people to information pages on its website. MySpace creates a community online where visitors can share photos, journals and interests with a growing network of mutual friends. Opera Colorado launched its profile on the website on May 23, 2006 in an effort to reach out to a new audience demographic and to establish a presence among those that use the internet as their primary source of communication.

MySpace.com provides a platform to create a webpage devoted to you, your club, your music group, or your organization. While it is most frequently linked to the young, “hip” generation of people looking to make new acquaintances and share interests via the internet, it is also a great tool to share ideas and increase awareness among this hard-to-reach market. It offers the opportunity to describe yourself, add “friends” to your page, upload photos and videos, post bulletins of the latest news, play music, join groups with common interests, and to create comments and blogs that act as a dialogue. As of Monday, June 19, Opera Colorado has 133 friends who have joined the Opera Colorado network on the page. Opera Colorado’s webmaster, LeeAnn Foster, manages the content on the page.

“It’s been a lot of fun seeing this page take off,” says Becky Lathrop, Marketing Director for Opera Colorado. “We’re still in the design phase of the site, but it has already proven to be a success. We can communicate with artists and singers from across the country about auditions, we can share information about performances and show pictures; the possibilities are endless. It’s a struggle to find ways to get in front of people who don’t necessarily read the newspaper, watch network television or join our mailing list – so this is our effort to increase awareness about Opera Colorado to this demographic”. Opera Colorado also plans to incorporate streaming video, podcasts and text messaging/ring tone downloads into their marketing campaigns in the coming seasons.

To Access: Go to www.MySpace.com/operacolorado.

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Opera Colorado's mission is to entertain our audience by creating the passion, excitement and art of grand opera and to promote opera to the widest possible audience through educational and cultural activities. Opera Colorado is committed to presenting the highest quality live performances of grand operas in their original languages.
Opera Colorado exists to feed the spirit.