

# 500 tickets for \$35 to celebrate the launch of Opera for Under 35s program



Opera Australia is offering 500 tickets for the special price of \$35 to celebrate the launch of its new **Opera for Under 35s** program, specifically designed to encourage younger audiences to experience the world of opera.

The initiative will kick-off with the Australian premiere of Edward Dick's award-winning, and highly anticipated production of *Tosca*, opening in Melbourne on 24 May, where it will be the first opera ever to be performed at Margaret Court Arena, and extends to the Sydney season when the production opens on 25 June at the Sydney Opera House.

The program is free to join - anyone aged 35yrs or under can register for discounts and special offers:

- a 15% discount on tickets to most opera performances by OA all year round
- exclusive, additional major discount offers for select productions with great seats available for as little as \$35
- invitations to bespoke, behind-the-scenes activities, including opportunities to meet artists and attend special events at no cost

Giving more young people the opportunity to experience opera and learn about the artform is an important initiative and a passion project for OA's new Artistic Director Jo Davies.

"It's a thrill to announce a wonderful new program aimed at encouraging more young Australians to experience opera. This initiative will help to reduce the barrier of cost, which we know is a big issue in this current cost of living crisis. It's especially important in challenging financial times like these that we don't give up on the arts! So, for those curious to experience opera, possibly for the first time, this program should provide a much more accessible pathway to the art form." said Ms Davies.

Known as Opera's greatest thriller, *Tosca* is a taut tale of passion and betrayal, taking place over just 24 hours in Rome. It is the perfect first taste of opera and an opportunity to experience how music can bring great stories to emotional highs. *Tosca* has it all: romance, action and an unforgettable ending.

Registration can be completed online and proof-of-age will be required to enter all venues for Under 35s ticketholders.

**Register here:** [opera.org.au/under-35s](https://opera.org.au/under-35s)

Opera for Under 35's is part of a wider program of OA initiatives designed to extend the reach of opera to an ever-expanding audience. In 2023 almost 60% of OA audiences to opera productions attended for the first time. OA has undertaken an extensive audience research project to help the company to better understand the preferences, tastes and interests of current and future audiences and help sustain and increase the growth rate of new attendees.

## Media enquiries

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