

For immediate release

NASHVILLE OPERA

NASHVILLE OPERA TO PROJECT TWITTER "TWEETS" DURING THE INTERMISSIONS OF PUCCINI'S TOSCA

One of the first productions to feature social networking technology during a live performance

October 5, 2009 (NASHVILLE, TN) — Nashville Opera will display audience Twitter "tweets" in the Tennessee Performing Arts Center's Andrew Jackson Hall lobby during the two intermissions of Puccini's *Tosca* on Thursday, October 8 and Saturday, October 10. Using a cellular phone or personal computing device with remote internet access, patrons will be able to post their impressions of the production by sending an e-mail to twitter@nashvilleopera.org. The 140 character or less "tweets" will be projected for everyone to view in the theatre lobby as they are received from Twitter.com.

"Social networking has become an integral part of Nashville Opera's marketing efforts," says Carol Penterman, Nashville Opera's Executive Director. "The use of Twitter and Facebook has been the ticket sales catalyst for this production, and we see this unique program of projecting 'tweets' in the lobby as a natural extension of our networking strategy."

In 2007, Nashville Opera offered the world's first director/cast synchronized podcast commentary during a live production. The company followed up the success of the *Romeo and Juliet* commentary by providing a similar behind-the-scenes program for the world-premiere of *Elmer Gantry*. Both podcasts are still available for free download at Apple's iTunes under "nashvilleopera."

Nashville Opera will offer two performances of Puccini's *Tosca*: Thursday, October 8 at 7 pm and Saturday, October 10 at 8 pm in Andrew Jackson Hall at the Tennessee Performing Arts Center located at 505 Deaderick Street. The opera will be sung in Italian with projected English translations, and features the Nashville Symphony under the direction of Maestro Steven White. The production includes an internationally-acclaimed cast lead by renowned soprano Erika Sunnegårdh in the title role of Floria Tosca. Tickets range from \$17 to \$80 and are available by calling (615) 832-5242 or online at www.nashvilleopera.org. *Tosca* is sponsored by Bridgestone America's Trust Fund.

About Nashville Opera

Nashville Opera, Tennessee's largest professional opera company, is dedicated to creating legendary productions and programs. Among the most successful regional companies in the United States of America, Nashville Opera has presented three different world premiere operas since its inception in 1981. Main stage performances are presented at the Tennessee Performing Arts Center, and play to over 17,000 people annually. Nashville Opera's extensive education and outreach touring program reaches an additional 25,000 students in 18 counties throughout Middle Tennessee.

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