

**A LONE STAR STATE RECORD!
AN ESTIMATED 15,000
THRILL TO THE MUSIC OF MOZART AT THE
DALLAS OPERA COWBOYS STADIUM
SIMULCAST!**

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**PRESENTED BY THE DALLAS FOUNDATION**

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**HISTORIC SIMULCAST GENERATES TICKET
REQUESTS OF MORE THAN 34,000
AND HUNDREDS OF WALK-UPS AT COWBOYS
STADIUM!**

DALLAS, TX, APRIL 29, 2012 – **The Dallas Opera**, in partnership with **Cowboys Stadium**, drew an estimated fifteen thousand patrons to the Dallas Opera’s one-night-only **April 28th Dallas Opera Cowboys Stadium Simulcast**, presented by **The Dallas Foundation**, making it the **best-attended opera stadium simulcast in Texas history**. More than 34,000 ticket requests came in from throughout Texas and 26 additional states, Canada, and the District of Columbia.

Hundreds of patrons descended on Cowboys Stadium after 5:00 p.m. yesterday to scoop up the limited number of general admission tickets made available for the event.

Additional data collected from those making ticket requests indicate that, in the final analysis, **92% of participating households have no previous purchasing history with the Dallas Opera**. For many, the Cowboys Stadium Simulcast was their first, live experience of the art form in any venue.

Patrons appeared captivated by the three-hour performance of Mozart’s **THE MAGIC FLUTE**, originating in the **Margot and Bill Winspear Opera House**, on the world’s largest high-definition video board structure, comprised of four massive viewing screens (the largest, 72 feet tall and 160 feet wide) suspended directly above the playing field.

“We are thrilled with the overwhelming response to last night’s performance,” said **Charlotte Anderson, Dallas Cowboys Executive Vice President**. “While we

loved the idea of helping provide a free simulcast of the Dallas Opera's performance of THE MAGIC FLUTE when this project first started, I don't think any of us initially imagined we would ultimately have around fifteen thousand people gather here at Cowboys Stadium to take part in this community event.

"This truly is a powerful showing of support for the arts here in North Texas."

Operagoers, including many families with younger children, hit Cowboys Stadium concession stands before settling into their seats for an evening of world-class entertainment. Comments, Facebook postings and tweets were overwhelmingly positive throughout the night. Even patrons at the Winspear Opera House got into the spirit of the event, creating an audience "wave" (led by Patrick Carfizzi) that rippled through the entire opera house!

"There has never been a simulcast of this magnitude even attempted in North Texas," says **Dallas Opera General Director and CEO Keith Cerny**. "We are so proud of everyone involved: the Jones Family, the Dallas Foundation, our union partners and staff, our patrons, our amazing artists and orchestra, and every individual who stepped up their game to lend support to this extraordinary community event.

"The fact that we attracted requests from tens of thousands of people from all across the country and, ultimately, drew approximately fifteen thousand to Cowboys Stadium in our first offering there, makes this event an unqualified success," Mr. Cerny explains. "And more importantly, the lengthy and enthusiastic ovation that came at the conclusion of the performance at Cowboys Stadium indicated, strongly, that we either met—or exceeded—our audience's high expectations."

The artists themselves were caught up in the simulcast adventure last night. Soprano **Ava Pine**, who dazzled in the role of Pamina, remarked, "As a born and bred Texan, I already knew we did things just a little bit bigger, but this is amazing! It has been a true joy to be a part of the energy and excitement surrounding this historic simulcast. I only wish I could have seen it myself!"

Bass-baritone **Patrick Carfizzi**, whose antics as the love-starved Papageno delighted crowds in both venues added: "Dallas, these are your Cowboys, this is *your* opera company, and I am honored to be a part of it!"