



**Media Contact:** Karen Lorenowicz  
KL Strategic Communications  
T: 416-243-0168 E: karen.l@sympatico.ca

## Opera Atelier launches Vox Populi blog

FOR IMMEDIATE RELEASE: Toronto, ON (April 24, 2009) ... “Who knew that I would enjoy the blogosphere so much,” said Opera Atelier’s Co-Artistic Director Marshall Pynkoski.

With the launch of Opera Atelier’s new web site in January, Pynkoski has been blogging about rehearsals, fashion shows, what he’s reading and of course, Tina Turner! Now Opera Atelier is inviting bloggers, Twitterers and Facebook followers to submit their reviews of the upcoming production of *The Coronation of Poppea* to Marshall’s Musings at [www.operaatelier.com/blog/](http://www.operaatelier.com/blog/)

“We are calling this project Vox Populi,” says Pynkoski. “Of course reviews in the mainstream press are important and a good source of information for the opera-going public, but they aren’t the only platform and i-reporters are becoming more and more common – why not give them a platform of their own at Opera Atelier?”

To launch Vox Populi, Opera Atelier has invited local celebrities and academics to start the blog rolling: Sarah Slean, Libby Znamer, R.H. Thomson, Myra Little and Jeanne Beker are on deck for this production.

“Insert quote,” said Sarah Slean.

Opera Atelier’s production of *The Coronation of Poppea* runs April 25 to May 2 at Toronto’s Elgin Theatre. Set in the decadent court of the Roman Emperor Nero in 64 AD, the opera is based on the true story of the courtesan Poppea, Nero’s fiercely ambitious mistress, who aspires to be Empress of the Roman Empire. Poppea will resort to any means – treachery, seduction, and murder – in order to realize her goal. Tickets for *The Coronation of Poppea* are \$30 to \$135 and are available by calling TicketMaster at 416-872-5555, on-line at [www.ticketmaster.ca](http://www.ticketmaster.ca) or at the Elgin Theatre box office. Operatix are \$20 and may be purchased by people under the age of 30 with valid I.D. in person at the Elgin Theatre Box Office (subject to availability). For more information visit [www.operaatelier.com](http://www.operaatelier.com).

**2008/09 Season Sponsor:** Sun Life Financial

**Production Sponsor:** BMO Financial Group

**2008/09 Major Sponsors:** Scotiabank, TD Canada Trust Music, The Dominion of Canada General Assurance Company

Michael Maniaci’s appearance as Nero is generously underwritten by Jerry and Joan Lozinski.