

**FOR IMMEDIATE RELEASE**

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## **Opera on the Avalon appoints new Manager of Communications, Development and Marketing**

ST. JOHN'S, NL (August 19, 2015)---Opera on the Avalon (OOTA) is pleased to announce that Mr. Jeffrey Taylor has joined Opera on the Avalon as our new Manager of Communications, Development and Marketing. Mr. Taylor will be responsible for overseeing OOTA's overall marketing strategy and execution, school tour outreach programs and corporate communications, and international audition tours operations, and 2016 Festival public/media relations including Atlantic Canada's first full length opera "Ours". He received his Bachelors of Music in Vocal Performance from Memorial University, and then completed his Masters of Music in Solo Performance focusing on Vocal and Opera Studies from the Royal Northern College of Music in Manchester, England.

Cheryl Hickman, Artistic Director, OOTA said: *"We are delighted to appoint Jeffrey as our new Manager of Communications, Development and Marketing at Opera on the Avalon. He has a strong musical background, and brings a wealth of musical theatre, opera and vocal expertise that will support our drive in making art accessible and relevant to as many Canadians as possible while mining and developing the talents of innovative Canadian artists."*

Debuting in 2009, Opera on the Avalon has become a leader and innovator in the art form, with a diverse and avant-garde repertoire that brings Opera to the east coast. In 2016, Opera on the Avalon will present the opera "Ours" based on the history of the Royal Newfoundland Regiment, and specifically the Battle of Beaumont Hamel at the Arts and Culture Centre.