



PHS SENIOR LIVING
FOUNDATION

NEWS RELEASE

Opera New Jersey, Inc.

PO Box 3151, Princeton, NJ 08543 * (609) 799-7700 * www.NJOT.org

Contact: Patricia Kiernan Johnson, Marketing Associate
(609) 799-7700 x104 (PKiernan@NJOT.org)

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Opera New Jersey and PHS Senior Living Foundation to Present Concert Series

PRINCETON, NJ – Opera New Jersey (www.njot.org) is partnering with the PHS Senior Living Foundation (www.phsseniorliving.org) to present ENCORE Opera!, a series of concerts featuring popular opera and musical theater highlights. The series, open to the public, is being presented at senior living centers throughout the state. ENCORE Opera! brings live performances to those who might not otherwise be able to attend. The first concert will take place on Saturday, November 3, 2007 at Meadow Lakes in East Windsor. Three additional concerts will be performed in November with more planned for 2008.

Opera New Jersey is the opera arm of ENCORE – the Foundation's arts and cultural initiative which was introduced in 2006. ENCORE is funded by individuals, corporations and by the PHS Senior Living Foundation. Among other activities, ENCORE engages leading arts and cultural partners in the community to design special programs that can be taken to senior communities that actively engage audiences while further contributing to their arts and cultural development and quality of life experience.

"We are thrilled with this new relationship," says Scott Altman, Opera New Jersey's Artistic Director. "It expands our educational activities, brings Opera New Jersey to new audiences and increases our already substantial involvement within the community. It is central to our mission to make opera accessible to all, and with this partnership we also continue to explore the possibilities of opera outside of the traditional theater setting."

Further strengthening the partnership between the PHS Foundation and Opera New Jersey will come in January, when Opera New Jersey and an international cast of opera singers will take up residence at the PHS Senior Living community – Meadow Lakes in East Windsor to rehearse their production of *Rigoletto*. The singers will live and rehearse on site, which will promote an incredible amount of interaction between the residents and the performers. The residents may observe all rehearsals, join informal *Opera Talks* with the artists as well as observe members of the Opera New Jersey YAP (Young Artist Program) in a masterclass session with the guest artists from *Rigoletto*.

ENCORE Opera! programs are open to the entire community, however, reservations are necessary. To reserve a spot, please contact Opera New Jersey at info@njot.org or at 609-799-7700.

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NEWS RELEASE (continued)

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ENCORE Opera! November 2007 Schedule of concerts:

Saturday, November 3 at 1:30pm

Meadow Lakes Senior Living Community
300 Meadow Lakes
East Windsor, NJ 08520

Wednesday, November 7 at 7pm

Crestwood Manor Senior Living Community
50 Lacey Road
Whiting, NJ 08759

Friday, November 16 at 7:30pm

Stonebridge at Montgomery Senior Living Community
100 Hollinshead Spring Road
Skillman, NJ 08558

Sunday, November 18 at 3pm

Monroe Village Senior Living Community
One David Brainerd Drive
Jamesburg, NJ 08831

Additional concerts are being scheduled for 2008. Please visit www.NJOT.org for additional concert dates.

About Opera New Jersey

Opera New Jersey (OperaNJ, formerly New Jersey Opera Theater) is earning national recognition as a leader among regional opera companies, providing high quality opera performances, exceptional educational offerings and related activities. OperaNJ seeks to stimulate, promote and satisfy interest in opera, build a strong and diverse audience base for the art form and foster the development of emerging artists. **Opera New Jersey** recently received its second straight prestigious Citation of Excellence from the New Jersey State Council on the Arts (NJSCA). The Citation is NJSCA's highest honor and recognizes arts organizations that "exhibit the highest standards of excellence in artistry, operations, governance, public benefit and fulfillment of areas of Council priority." OperaNJ received its first citation in 2006, during their first year of eligibility.

Opera New Jersey's season is made possible in part by funds from the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts.

About the PHS Senior Living Foundation

The PHS senior Living Foundation is the philanthropic arm of PHS Senior Living (www.phsseniorliving.org) and has been initiating and providing programs since 1916 that make a difference in the lives of older adults and their families.

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