



HoustonGrandOpera

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Houston Grand Opera to Hold 24-Hour Giving Day October 14 through 15

HGO to Build on Success of First #AllinforHGO Fundraising Campaign

Houston, September 17, 2015— Last year Houston Grand Opera (HGO) was one of the first major performing arts organizations in the nation to join the international #GivingTuesday fundraising day with its own campaign. Now HGO is building on the success of that campaign by holding its own 24-hour Giving Day from 6:00 p.m. October 14 through 6:00 p.m. October 15. Information is now available at www.AllinforHGO.org.

“Giving Day is a great way to remind Houstonians how world-class opera has helped to make our city an exciting place to live and work,” says Greg Robertson, HGO’s chief advancement officer. “It is a day when both new friends and supporters who are already close to us can step up and make a special commitment to something that truly enhances quality of life.”

“This state-of-the-art fundraising initiative is one more way that Houston Grand Opera is taking the lead in our art form along with producing world-renowned, innovative work,” adds HGO Managing Director Perryn Leech. “We invite anyone who cares about opera, or about Houston, to take a few minutes online and learn more about HGO and our Giving Day activities.”

The Giving Day campaign aims to raise \$250,000 during the 24-hour period. A generous HGO supporter has pledged to match gifts up to a total of \$100,000.

HGO’s first Giving Day raised \$235,000, exceeding its \$200,000 goal by 17.5%. Nearly a third of the amount raised came from online donors. HGO tripled the number of new social relationships it was generating prior to the campaign. One out of every ten donation contributions on the website came from social media.

HGO’s 24-hour Giving Day will again emphasize online and social media components, while also incorporating more traditional fundraising elements such as email and print materials. The online component, #AllinforHGO, will include special video messages from performing artists and incentives including matching gifts and exclusive prizes.

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About Houston Grand Opera

Since its inception in 1955, Houston Grand Opera has grown from a small regional organization into an internationally renowned opera company. HGO enjoys a reputation for commissioning and producing new works, including 56 world premieres and seven American premieres since 1973. In addition to producing and performing world-class opera, HGO contributes to the cultural enrichment of Houston and the nation through a diverse and innovative program of performances, community events, and education projects that reaches the widest possible public. HGO has toured extensively, including trips to Europe and Asia, and has won a Tony, two Grammy awards, and two Emmy awards—the only opera company to have won all three honors.

Through HGOco, Houston Grand Opera creates opportunities for Houstonians of all ages and backgrounds to observe, participate in, and create art. The NEXUS Initiative is HGO's multi-year ticket underwriting program that allows Houstonians of all ages and backgrounds to enjoy world-class opera without the barrier of price. Since 2007 NEXUS has enabled more than 200,000 Houstonians to experience first-quality opera through discounted single tickets and subscriptions, subsidized student performances, and free productions.

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