



HoustonGrandOpera

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Houston Grand Opera Appoints Dale Edwards as Marketing Director

Houston, June 30, 2017— Houston Grand Opera (HGO) has appointed Dale Edwards, a veteran of the New York performing arts marketing and advertising world, to the position of marketing director, it was announced by HGO Managing Director Perryn Leech. He assumes the position July 24.

“Dale Edwards brings an impressive combination of top-tier experience and expertise in the fast-moving world of digital marketing,” said Leech. “He will be a key player in enabling HGO to sustain and grow our strong track record of attracting and serving the ever-evolving audience for our art form.”

“I am thrilled to be joining this outstanding opera company at such an exciting time,” said Edwards. “In a city that is growing as fast as Houston, there is tremendous opportunity to introduce new audiences to the thrill of great opera. I look forward to bringing new approaches to the HGO team while also leveraging the company’s successes.”

A graduate of Ohio University and Brooklyn College’s M.F.A. in theatre management program, Dale Edwards spent most of his career in New York City working in performing arts marketing and advertising. He has worked with such diverse organizations as Alvin Ailey American Dance Theater, Disney Theatrical Production, Manhattan Theatre Club, SpotCo Advertising, and The Metropolitan Opera. At the Met, he and his team oversaw ticket initiatives that brought more than 800,000 people into the opera house from around the world. Most recently, Edwards moved into the world of academia as a founding faculty member of the arts administration program at the University of Connecticut, which includes an online graduation certificate and an in-residence M.F.A. program.

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About Houston Grand Opera

Houston Grand Opera (HGO) is one of the largest, most innovative, and most highly acclaimed opera companies in the United States. In fulfilling its mission to advance the operatic art to serve an ever-evolving audience, HGO has led the field in commissioning new works (63 world premieres to date) and in training and nurturing promising young artists and administrators. The company 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's pioneering community engagement initiative, HGOco, has served as a model for other arts organizations.

The NEXUS Initiative is HGO's multi-year ticket underwriting program that allows Houstonians of all ages and backgrounds to enjoy opera without the barrier of price. Since 2007, NEXUS has enabled more than 250,000 Houstonians to experience superlative opera through discounted single tickets and subscriptions, subsidized student performances, and free productions.

HGO has toured extensively and has won a Tony, two Grammy awards, and two Emmy awards. It is the only opera company to win all three honors.

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