



For Immediate Release:

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PEOPLE'S CHOICE AWARD 2010 "THREE-PEAT"
NEW JERSEY STATE OPERA WINS "FAVORITE OPERA COMPANY" FOR AN
UNPRECEDENTED THIRD YEAR IN A ROW

Newark, NJ: The people have spoken – and for an unprecedented third time the NJ State Opera has won the State's People's Choice Award as favorite Opera Company. The NJ State Opera will be honored at an awards ceremony on March 23-25 in Atlantic City during the Governor's Conference on Tourism, together with fourteen other winning arts organizations selected by People's Choice voters, reflecting the breadth of New Jersey's theatre, dance, music, performing arts centers, arts education, museums and galleries.

"I am absolutely moved by the support we've received from people throughout New Jersey for the last three years", said Jason Tramm, NJ State Opera Artistic Director. "Particularly this year we view winning the People's Choice Award as statewide audience affirmation for our artistic mission and risk taking collaborations. It's gratifying to know that months after the applause received for our fully staged production of *Porgy and Bess* in Newark Symphony Hall, our 6 county Educational Program tour of *Hansel and Gretel* funded by Johnson and Johnson, and our Emmy nominated NJN HDTV *Destination: Opera!* Broadcast, "*Verdi Requiem: Live from Ocean Grove*" we continue to impact people's lives at the time of the vote."

Over six thousand votes were cast in the annual contest sponsored by Discover Jersey Arts (jerseyarts.com) an agency co-sponsored by the New Jersey State Council on the Arts and Art Pride New Jersey Foundation whose mission is to increase awareness and participation in the arts in New Jersey. Between December and January citizens are asked to cast their vote for their favorite New Jersey arts organization in 15 categories. Four nominees in each category are proposed, each nominated by their peers, reflecting the best in their class state-wide.

We're pleased to have brought this distinction to Newark, our home for more than 40 years, and particularly this year as we commemorate the 5th anniversary of the death of our company's founder Alfredo Silipigni," said Bernard D'Avella, NJ State Opera Board Chairman. "Winning the People's Choice Award for 3 consecutive years during times of unparallel economic challenge is a testament to the current impact and artistic vision of Jason Tramm and the value of the company's legacy to New Jersey begun by Maestro Slipping."

"While winning demonstrates the strength of the NJ State Opera's audience appeal in areas as diverse and widespread as Essex, Union, Hunterdon, Morris, Mercer, Middlesex, Monmouth, Somerset, and Sussex Counties - we're grateful to our NJ State Opera Guild and our funders who made our award winning work possible", said Alfred O. Lembo Jr., NJ State Opera VP of Development.

"In addition to our longtime corporate sponsor Johnson and Johnson, the following organizations played an invaluable role in funding our 2009- 2010 productions of *Porgy and Bess* and *Destination: Opera!* - Geraldine R. Dodge Foundation, The Blanche and Irving Laurie Foundation, the Prudential Foundation, E.J. Grassman Trust, the Birch Foundation, The Hyde & Watson Foundation, The Victoria Foundation, Wachovia/A Wells Fargo Company, The Community Foundation of New Jersey, the Union Foundation, Paragano Enterprises, The Turrell Fund, The Mitizi and Warren Eisenberg Foundation, the Newark Star-Ledger , the Ocean Grove Camp Meeting Association and the NJ Division of Travel & Tourism," said Alfred Lembo.

Founded in 1964, the New Jersey State Opera is dedicated to bringing full-scale grand opera to the citizens of New Jersey. Its opera productions use full orchestra, full chorus, original language performances with subtitles, and singers of international stature, promising young American artists, and performances whose production values stand up to comparison with those of any leading regional opera company in the nation. An integral part of New Jersey's cultural landscape for decades the NJ State Opera has aided in the development of generations of opera artists and has earned the respect of internationally recognized talent and critics.

For more information about the NJ State Opera visit www.njstateopera and view on Facebook.

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