

For Immediate Release

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Michigan Opera Theatre Launches Digital Programming Campaign

“MOT at Home” to include daily opera and dance content during social distancing

DETROIT, March 31, 2020 – Michigan Opera Theatre (MOT) has launched a digital programming campaign to provide daily opera and dance content to the community during social distancing. “MOT at Home” will use its Facebook, Twitter and Instagram social media accounts to distribute programming, which will include performances, blogs, podcasts, interviews and more.

“During this time of social distancing, Michigan Opera Theatre seeks to serve and remain connected with our loyal supporters who value our shared love of opera, dance and other performing arts,” said MOT President and CEO Wayne S. Brown. “Although we are unable at the moment to provide live performances for you in the Detroit Opera House, we hope the digital performances and informative content of ‘MOT at Home’ may be a source of inspiration, comfort and hope.”

The Facebook and Twitter content will be categorized into five weekly categories:

- **“Opera Fix”**
 - Blogs, recordings, fun facts, etc. about opera
- **“Dance Fix”**
 - Blogs, online performances, fun fact, etc. About dance
- **Studio Artist Performances**
 - Remote performances from members of the MOT Studio
- **Met Opera preview**
 - Facebook Live opera talk given ahead of select performances of the Metropolitan Opera’s “Nightly Opera Stream”
- **Podcast**
 - MOT staff and artists share their expertise on different aspects of opera and dance

MOT Studio Artists “takeover” over MOT’s Instagram account, providing performances, interviews and behind-the-scenes content on the life of an opera singer.

MOT established the campaign following the cancellation of its 2020 spring season in compliance with state and federal regulations to combat COVID-19. MOT looks forward to opening its 50th anniversary season in the fall.

“MOT at Home” is supported by Cadillac. More information is available at <https://michiganopera.org/mot-at-home/>.

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About Michigan Opera Theatre

Michigan Opera Theatre, one of the nation’s most vibrant nonprofit arts organizations, is committed to presenting opera and dance of the highest artistic caliber. Founded in 1971 by Dr. David DiChiera, the company’s mission is to serve as a major cultural resource to the state of Michigan and the city of Detroit. The organization is led by President and CEO Wayne S. Brown and Chairman of the Board Ethan Davidson. Visit the website at www.michiganopera.org.