



## NEWS RELEASE

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# FORT WORTH OPERA IS FINALIST IN NATIONAL PR AWARD PROGRAM

FORT WORTH – **Fort Worth Opera** has been named a **finalist in *PR News*' Platinum PR Awards** program in the **Online Communications** category.

Presented by *PR News*, a leading trade publication among communicators, this highly competitive program honors the best PR campaigns and initiatives of the year. The finalists in this year's awards program include corporations, nonprofits and agencies large and small.

Fort Worth Opera was recognized for an online communication strategy that included the company's new website, launched in March, and its social media initiatives.

The award winners will be announced at a luncheon on October 5, 2010, at the Grand Hyatt in New York City and in *PR News*' Platinum PR Awards special issue in October.

The complete list of finalists in the Online Communications category are:

- 1800flowers.com/MWW Group – Turning 1-800-Flowers "Spot a Mom" into a Social Media Movement
- Covalent Logic - Hilton Global Media Center
- Fort Worth Opera Online
- Maxwell PR - Yogi Well-Wishes
- National Geographic Channel – Expedition Week
- PepsiCo/Weber Shandwick - PepsiCo SXSW Site
- Royal Caribbean/Weber Shandwick – Online Oasis

More information about the *PR News*' Platinum PR Awards (including the list of finalists in all categories) can be found at: [http://www.prnewsonline.com/awards/platinumpr2010\\_event-finalists.html](http://www.prnewsonline.com/awards/platinumpr2010_event-finalists.html)

**ABOUT FORT WORTH OPERA:** Fort Worth Opera was founded in 1946 and is the oldest continually performing opera company in Texas, and one of the 14 oldest opera companies in the United States. In recent years, under the leadership of Darren Keith Woods, the company has gained national attention from critics and audiences alike for its artistic quality and willingness to take risks. In 2007, the company completely changed its fall/winter schedule to a condensed one-month long Festival in the spring. Darren Keith Woods, who began his operatic career in 1982 as a character tenor, joined Fort Worth Opera as General Director in 2001. More information about Fort Worth Opera and the 2011 Festival season, including images, can be found at [www.fwopera.org](http://www.fwopera.org).

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