

A large, abstract watercolor splash in shades of blue and purple, centered on the page. The splash has a textured, painterly appearance with varying intensities of color.

MSC
OPAS

30th Anniversary
Endowment Campaign

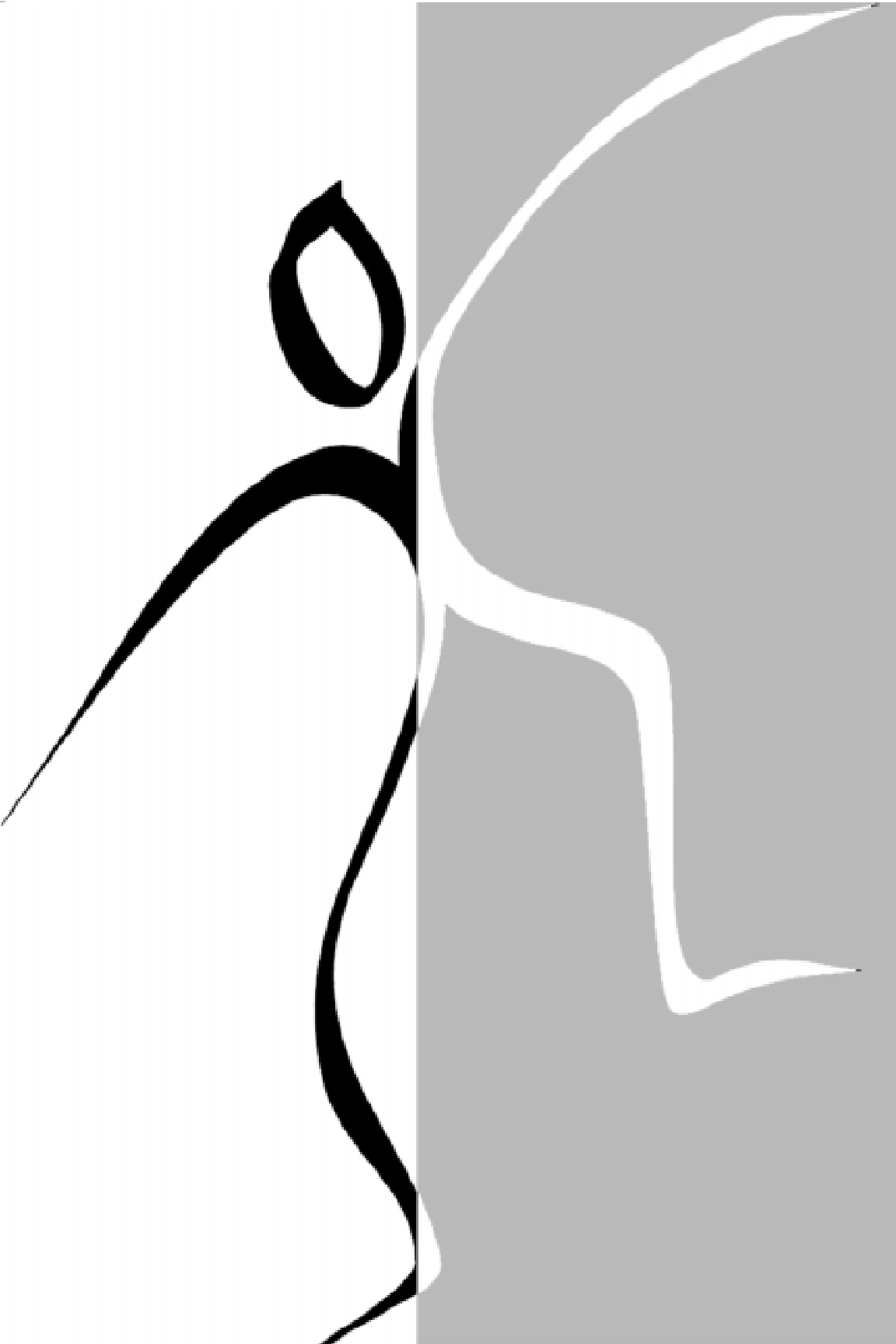
The Importance of Access to the Performing Arts



*Performers train for the premiere of Cirque Ingenieux
at Texas A&M University*

As Texas A&M University pursues excellence and top public university status, we must not only empower our graduates to think critically, analyze complex problems, and offer solutions, but also to be culturally prepared to meet global challenges in their careers.

Indeed, we are preparing the leaders of tomorrow to compete and contribute at the global level. The challenge is enormous. In meeting that challenge our greatest and best hope lies in graduating men and women who are conversant both intellectually and culturally in a global village. Access to excellent performing arts productions broadens and informs our students in ways no classroom or laboratory experience can. This access enables our graduates to interact in different cultures and countries, for performing arts are part of every nation's heritage. In addition this allows us to nurture in each of our graduates a lifelong appreciation for those goals and ideals which transcend immediate need and individual self-interest.



The Role of MSC OPAS

The Memorial Student Center Opera and Performing Arts Society plays a pivotal role in this student development in two distinct and critical ways:

Broadening Cultural Horizons



Marvin Hamlish meets with students

By enabling access to internationally recognized performances, MSC OPAS provides students and the wider University community with access to a level and diversity of cultural performance otherwise unavailable; by subsidizing ticket prices for students, we help ensure that cost will never keep any Aggie from attending these performances.

Providing Leadership Opportunities

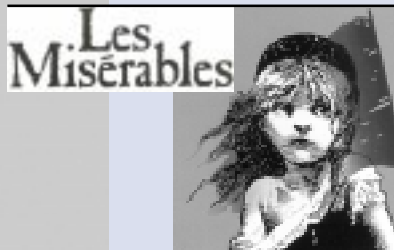
By virtue of our unique structure, MSC OPAS provides hundreds of students with valuable leadership experience. Each year, some two hundred Aggies participate directly in the planning, coordination and management of this nationally recognized fine arts series; they further benefit from doing so under the guidance and direction of a talented and experienced professional staff.



MSC OPAS 2000-2001 Student Committee

A Remarkable Legacy

For nearly three decades, MSC OPAS has brought the finest of the performing arts from around the world to Texas A&M. This is the result of hard work on the part of the MSC OPAS staff, the MSC OPAS student leadership, and strong support from students, faculty, staff and the local community. From the efforts of the Program Advisory Committee, which recommends performers and performances for consideration as each season is assembled, to student led fund-raising projects, to the work of the volunteer ushers, each successful season results from team effort toward a common goal.



Make no mistake, bringing quality entertainment to a university outside a major metropolitan area is a significant challenge. The economics of the performing arts affect ticket prices in several ways, from the minimum number of performances which must be staged to the physical size of the auditorium itself. Technical requirements for some performances further add to the overall cost.

Mikhail Baryshnikov



Our Goal: Student Access and Performance Enhancement

Our primary objective is to make the highest possible quality contemporary and classical performing arts available to as many students as possible. Since raising ticket prices would place that goal out of reach, we ask individuals such as yourself to help underwrite the costs of providing current and future Aggies with the quality of entertainment and cultural experience they need and deserve. Your support helps underwrite discounted tickets for students, as well as allowing us to present world-class performers and performances that would otherwise be impossible for us to offer.



OPAS students building the audience of the future through local outreach of OPAS Jr.



Students wait in line to purchase tickets to the world premiere of The Bolshoi Ballet Grigovich Company

Please Help us Continue this Tradition of Excellence

MSC OPAS seeks to raise \$1 million during its 30th Anniversary Endowment Campaign. Funds raised will build the MSC OPAS Permanent Endowment Fund and allow us to continue to meet our two continuing, major challenges:

Performance Enhancement Underwriting the multiple performance requirements of top artists so that we can further enhance the quality of performances available to Aggies in future seasons.

Student Access Subsidizing the cost of student tickets so that OPAS performances remain within the reach of all Aggies.

Your financial support can help us continue and expand this important program in the coming years. Gifts may be made in any of several ways, depending on your needs and preferences. They can take the form of cash, pledges, securities, real estate or deferred and planned gifts.

Gifts of all sizes are important and signify your willingness to invest in helping MSC OPAS realize its full potential as an asset to Texas A&M and future generations of Aggies. Gifts to the MSC OPAS 30th Anniversary Endowment Campaign are tax deductible to the fullest extent allowable under current law.

For more information please contact

MSC OPAS

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