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The Dallas Opera Announces New Initiative with Dallas Mavericks in Support of Education and Community Engagement Programs



[DALLAS, October 31, 2023]—The Dallas Opera (TDO) is pleased to announce a new initiative with the Dallas Mavericks, which will support TDO’s education and community engagement programs, beginning this season. Spearheaded by Mavericks Chief DEI Officer Gail O’Bannon—who was also recently elected to serve on TDO’s Board of Directors—and TDO’s Director of Education Kristian Roberts, this initiative is designed to help both organizations build better communities in northeast Texas, and achieve more equitable arts access for the next generation.

“Our Dallas Mavericks brand is bigger than basketball,” said Gail O’Bannon, Dallas Mavericks Chief DEI Officer. “By connecting the worlds of art and sports, we are investing in the next generation while positively impacting our community. It’s a real WIN-WIN, and I am thrilled about the opportunity to partner with The Dallas Opera.”

The Mavericks' support will play a major role in TDO’s ability to extend its community impact into more Dallas schools and neighborhoods.

“My lifelong connection to and love of opera began when I first heard an opera—*Porgy and Bess*—as a kid through a TDO education program, so I know firsthand how valuable these experiences can be,” said Quincy Roberts, Chairman of The Dallas Opera’s Board of Directors. “The Dallas Opera is grateful to the Mavericks organization for partnering with us to bring these programs to more of our community to inspire the next generations.”

“When Gail and I were first introduced two years ago and began discussing the possibility of working together, we both knew that our community had to be at the center,” said Kristian Roberts, Director of Education at The Dallas Opera. “This initiative has been coming for quite some time, and I am excited to be working with an organization that shares an open commitment to DEI and serving our schools and community.”

The Dallas Opera’s existing education and community initiatives currently reach more than 21,000 youth, educators, and their families annually through in-school and out-of-school arts education programs; free, low- and no-cost performances including student matinees and its family concert series; and the OperaTruck, which travels the area providing free, outdoor family-friendly programs in community settings.

About The Dallas Opera

One of the leading opera companies in the country, [The Dallas Opera](https://dallasopera.org) (TDO) has an extraordinary legacy of world-class productions and thrilling premieres featuring the greatest operatic artists of our time. Inaugurated in 1957 with a concert featuring the incomparable Maria Callas, TDO is known for the notable U.S. debuts of a host of legendary artists including Plácido Domingo, Dame Joan Sutherland, Jon Vickers, Franco Zeffirelli, and Sir David McVicar. The company has long been an industry leader and innovator through groundbreaking initiatives including the Hart Institute for Women Conductors, free and low-cost digital streaming, public simulcasts, acclaimed art song recitals, the national vocal competition, special concerts, and outstanding family and award-winning education programs. TDO’s home is the Margot and Bill Winspear Opera House in the Dallas Arts District. As one of the largest performing arts employers in North Texas, TDO is proudly committed to diversity, both onstage and off, and is a major contributor to the economic vitality and international cultural reputation of this region.

For more details, visit dallasopera.org

About The Dallas Mavericks

The Dallas Mavericks are a first-class global sports and entertainment organization providing memorable experiences for fans worldwide. The Mavs compete in the National Basketball Association as a member of the Western Conference and play at American Airlines Center under the direction of Coach Jason Kidd, General Manager Nico Harrison, CEO Cynt Marshall and Governor Mark Cuban. Since the inaugural season in 1980- 81, the Mavs have won four division titles, two conference championships and one NBA championship in 2011. In addition to on-court success, the Mavs are committed to making a difference in North Texas through community programs and the Mavs Foundation. For more information on Dallas Mavericks players, staff, stats and tickets, visit mavs.com.

Image: TDO's Family Opera *The Billy Goats Gruff*
Photo: Karen Almond

2023/2024 Season Sponsor: Mary Anne Cree, in memory of Rosine Smith Sammons

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