



**For Immediate Release**  
**April 12, 2007:**

## **Tapestry announces new Marketing & Communications Director**

TORONTO, Ontario ... Wayne Strongman, Managing Artistic Director of Tapestry new opera works is pleased to announce that Anna Mathew is Tapestry's new Marketing and Communications Director. "Anna brings to her position a solid knowledge of Tapestry and a passion for our renewed artistic vision." Mr. Strongman further enthuses: "As part of the new Tapestry team, she has already managed to re-launch our newsletter and website. She is a vital part of our commitment to reaching out to the multi-generational audience who find contemporary opera by Canadian artists engaging and hip."

In 2006, Ms. Mathew interned at Tapestry as Marketing and Development Associate, a brief tenure that continued to develop a warm relationship with the company through volunteer activities. Returning full-time to that position in January 2007, she quickly established a leadership role in interpreting Tapestry's new branding.

Ms. Mathew holds a B.A. Honours in History from Queen's University and recently completed the post-graduate programme in Arts Administration and Cultural Management at Humber College. Her lifelong passion for the arts is continually nourished by Toronto's thriving cultural sector and it is with enthusiasm that she assumes this new role with Canada's leading company dedicated to the creation, development and performance of new opera.

Ms. Mathew's responsibilities at Tapestry encompass management of the company's Marketing and Communications activities as well as the administration of Tapestry's INside Opera Education Programme.

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