

OPERA SINGERS INITIATIVE

FOR IMMEDIATE RELEASE

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Falling in a Big Way for Opera, Fashion, and Art in September

The autumn season is rustling its way into New York City with an array of emerging talent in fashion, art, and opera. Opera Singers Initiative is ringing in the new season with a grand fête at the famed Van Alen Mansion on Manhattan's exclusive Upper East Side. OSI's Fall Introduction promises to be an exciting evening of arts and culture. Contributing to the big night of merriment are generous sponsors Double Cross Vodka, Neuman's Catering, Ovando and La Maison du Chocolat.

Buzz-worthy designers and artists are set to showcase their talent throughout the evening. Among the exhibition of talent will be notable members of Opera Singers Initiative, including Diego Matamoros, winner of The Opera Foundation's first Amber Capital Scholarship at Teatro Regio di Torino, and Valentina Fleer, winner of the Sarah Tucker Study Grant from the Richard Tucker Foundation. Talented designers include Kara Janx of Project Runway, Bradley Scott, and MOUSKA by Berna Fotocan. Extraordinary painter Bombina and photographer Robert Farber are also donating their work to the silent auction.

"We are so thrilled to bring such a magnificent night to guests who love and appreciate the creative works of designers, artists, and performers as much as we do!" says Anna Lenhardt, Managing Director, Classical Media Group.

The Fall Introduction will begin at 6:00 PM on September 24, 2009 at the Van Alen Mansion on Manhattan's Upper East Side. Tickets are on sale, online, at an individual rate of \$55 and couple rate of \$95. To reserve tickets, please visit fallintroduction2009.com or call (212) 542-8758.

All proceeds are tax deductible and support Opera Singers Initiative.

About Opera Singers Initiative

Established in 2007, Opera Singers Initiative is a collaborative, dynamic arts organization that offers the tools for young opera singers to succeed in their careers, while introducing the public to outstanding young singers. The vision of Opera Singers Initiative is to help promote and support emerging opera singers through unique performances, effective promotion, and intuitive funding. For more information, please visit www.operasingersinitiative.org or call (212) 542-8758.

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About Double Cross Vodka

Expertly crafted by Slovakian Master Distiller Dr. Jan Krak, Double Cross uses only locally-grown winter wheat and mountain spring water drawn from aquifers located 200-feet below ground level. It is seven-times distilled and seven-times filtered resulting in an exceptionally pure spirit. Double Cross Vodka was launched in metropolitan New York and New Jersey in September 2008. It retails for approximately \$44.99 to \$49.99 for a 750 ml bottle, and contains 40 percent alcohol by volume. Double Cross Vodka is the flagship brand of Old Nassau Imports (ONI) and is distributed by Southern Wine & Spirits in metropolitan New York and by Allied Beverage Group in New Jersey. For more information about Double Cross Vodka, visit www.doublecrossvodka.com.

About Neuman's Catering

Neuman's is a company dedicated to culinary innovation, customer service and community involvement. With over 25 years of catering and event planning experience, Neuman's is welcome at New York's most prestigious event venues. Paul Neuman, the owner and artist, is the fourth generation of his family to operate a food business in New York. Neuman's is also an environmentally-conscious establishment that has been certified by the Green Restaurant Association. For more information about Neuman's Catering, please visit www.caterernyc.com or call (212) 228-2444.

About Ovando

A full service floral design studio located in the heart of the West Village, Ovando has received accolades for being at the forefront of cutting-edge design. Often referred to as "floral art," Ovando specializes in unique arrangements, weekly residential & corporate accounts, event production and design, commercial installations and environments, weddings and holiday décor. For more information, please visit www.ovandony.com or call (212) 924-7848.

About La Maison du Chocolat

Since it was founded in 1977, La Maison du Chocolat has provided unrivaled chocolate perfection to the world's most demanding consumers and connoisseurs. Made only of the freshest and purest ingredients, La Maison du Chocolat's confections are noble, artistic creations that capture the essence of chocolate in its truest form and exalt its taste in every memorable, undiluted bite. Today, La Maison du Chocolat is recognized as a premier luxury chocolatier, with boutiques in Paris, Cannes, London, New York, Tokyo, and Hong Kong. La Maison du Chocolat handcrafts new chocolates and pastries each year to remain in the forefront of innovation; season after season La Maison du Chocolat introduces luxurious new collections, like the upcoming one for the Holidays called "Starry Night", inspired by the flavors and traditions of Eastern France. La Maison du Chocolat has also published two books: *Transcendent Desserts by the Legendary Chocolatier*, written by founder Robert Linxe and *Timeless Classics with a Twist* by the current Creative Director, Gilles Marchal. For more information, please visit www.lamaisonduchocolat.com.

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