



Sydney Opera House invites Australia to #comeonin

– Australia’s most Instagrammed location launches social media campaign encouraging more people to experience what goes on beneath its famous sails –

Sydney – Sunday, 10 January 2016. Think Sydney and you think Sydney Opera House. Australia’s most famous building and most Instagrammed location is a cultural and architectural icon visited by more than 8.2 million people each year, with so much to explore inside the sails.

So the Opera House is inviting people to **#comeonin** for a new perspective on what happens inside the building that has shaped a nation – stunning events and shows, including the greatest contemporary and classical music, inspiring speakers and creative shows for children and families, insightful tours and award-winning Australian cuisine.

This January, any visitor who posts a photo of the Sydney Opera House on Instagram is in with a chance to receive a real-time personalised video invitation to #comeonin and experience more of what the Opera House has to offer.

Surprise experiences will range from musician meet-and-greets, a behind-the-scenes kitchen tour with a master chef in Bennelong and show tickets to harbourside yoga sessions, backstage tours, a hula hoop lesson in the Utzon Room, or a glass of sparkling wine before a show.

Sydney Opera House CEO Louise Herron AM said: “The Opera House is Australia’s premier tourist destination and most recognised building. Many people are surprised by the range and diversity of what happens inside the Opera House. We want more people to come inside and enjoy the many things on offer.

“Millions of people take and share photos of the famous sails on social media each year. This campaign engages with the Instagram community and we hope will encourage more of our visitors to come on in with their family and friends for a memorable experience. That’s what makes this campaign so exciting.”

Michelle Boghos from Lilli Pilli was among the first people to #comeonin for a bespoke Opera House experience with her friend Abby. They were invited to enjoy a hula hoop and contortion lesson in the Utzon Room with cast members from the new cabaret show Blanc de Blanc. She said: “I’m a Sydney girl, so I’m very familiar with the sails and sometimes come here to grab a drink at Opera Bar.

“But I never imagined coming inside for a lesson with a cabaret star. It was absolutely incredible. We had a lot of fun trying out a few of their moves – they make it look so easy. You never know, maybe they’ll let me on stage next time I’m visiting!”

The campaign is being supported by Opera House Principal Partner Samsung, with all of the #comeonin experiences captured and shared using the latest Samsung Galaxy smartphone. Check out www.comeonin.sydneyoperahouse.com to find out more.

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Sydney Opera House

The Opera House is a masterpiece that belongs to all Australians. It is the country's number one tourist destination and its busiest performing arts centre, welcoming more than 8.2 million visitors a year on site and hosting 1,900 performances attended by 1.4 million people. On its 40th Anniversary in 2013, the Opera House embarked upon a Decade of Renewal to prepare it for future generations of artists, audiences and visitors.