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UK BUSINESSES SUPPORT THE ARTS IN TIME OF RECESSION

Even in this tough economic climate, UK businesses have shown that they are still prepared to support the Arts. Financial backing from nine companies has enabled a rarely performed opera production to be staged in Tunbridge Wells.

Valuable sponsorship by nine businesses has meant the Tunbridge Wells opera company 'opera by definition' can put on Handel's Tamerlano at The Opera House Tunbridge Wells on February 9th, 11th and 12th at 7.30pm, including a sign interpreted performance on February 11th.

Principal Investment Management, the specialist private client investment manager, is one of the main sponsors of the production. Principal has offices in Sevenoaks, Bath and London, and manages portfolios for a wide range of clients. It sees sponsoring the event as the perfect opportunity to put something back into the local Kent community.

'opera by definition' was given £20,000 from Arts Council England towards the project, but Artistic Director, Francesca Gilpin, said it would not have been possible to go ahead without the support of the businesses.

Francesca comments: "The support from these nine companies has been a big part of our success. Despite the volatile economy, businesses have been very generous. This just shows, even in a time of recession, how important supporting the UK Arts scene is to many UK businesses."

Anne Gilbert, Principal's Managing Director comments: "We have many clients based in and around Kent, and our Head Office is in Sevenoaks, so we are keen to support local community and charity activities. We are particularly delighted to be sponsoring this rare production. What 'opera by definition' does is in essence very similar to how we operate for our clients – making something that is quite complex into something clear and understandable!

"We have supported the work of 'opera by definition' for a number of years because we value the way they bring opera to a wider audience. We are delighted to continue with this partnership, as we enjoy working with the 'opera by definition' team and it also allows us to put something back into the UK Arts scene, which we value tremendously."

The historic Opera House in Tunbridge Wells will provide a stunning venue for the production. It is a grade II listed building, which first opened back in 1902.

For further information please visit www.operabydefinition.co.uk.

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Notes to editors

Principal

Principal is one of the leading independent investment companies in the South of England. Founded in 1987, they now employ around 90 people in their offices situated in Sevenoaks, London and Bath.

Principal specialises in discretionary portfolio management for private individuals, family trusts and smaller corporate clients

'opera by definition'

'opera by definition' presents a developing range of opera productions, ranging in scale from intimate to grand, and in period from baroque to modern. The common characteristics of all its productions are quality and excellence. The company employs exceptionally talented singers, musicians and designers, has a committed chorus and in addition enjoys the benefit of marketing, financial and technical expertise.