

Embargoed until April 11, 2019

DATE: April 2019

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**Rose Theater membership builds on 70-year legacy
of high-quality family entertainment****2019-20 season brings ticket options for preschool families**

(OMAHA, Nebr.) As The Rose celebrates 70 years of children's theater in Omaha, it offers even more options for theater-loving families, with the addition of a ticket package specifically for the very young.

New in the 2019-20 season, families can purchase a First Stage+ Package, which includes four tickets to the two First Stage shows; four tickets to the mainstage show, *Naked Mole Rat Gets Dressed: The Rock Experience*; and two sample dance and drama classes. This package is designed to give families a jump start into everything The Rose has to offer, from productions to classes.

For just \$75, families can bring their children to see *A Bucket of Blessings* and *The Little Engine That Could*, the two shows included in the First Stage Series. These shows are intended for very young audiences, children attending the theater for the first time, preschoolers and children with special needs. The shows are performed on The Rose's Hitchcock Stage, a smaller space located on the fourth floor of the theater. In the early fall, families will also be invited to participate in two sample classes showcasing The Rose's educational offerings for preschoolers. In Spring 2020, First Stage+ families graduate to the mainstage, where they can see a performance of *Naked Mole Rat Gets Dressed: The Rock Experience*.

The Rose will continue its traditional membership program, as well. The Rose Theater's family membership program builds on the theater's legacy of high-quality family entertainment at a price everyone can afford. Rose members help deliver outstanding entertainment for area students, underserved families and others who might not otherwise be able to attend programming at The Rose.

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A membership to The Rose is an acknowledgement of the important role theater arts play in a young person's development. The Rose membership program makes it possible for the theater company to provide the popular productions all families enjoy while also introducing young people to innovative theatrical styles that stretch their imaginations and broaden their appreciation of the arts.

As a "thank you" for being a partner in providing outstanding children's theater, Rose members gain access to the best, most affordable way to enjoy everything the theater has to offer. A Rose membership costs less than the price of four single tickets to two shows at The Rose; for this minimal investment in the theater, members can bring a family of four to see six shows throughout the year.

"With a Rose membership, families can share the magic of the theater with their children for less than \$5 a ticket," says Rose Artistic Director Matthew Gutschick. "Not only do these families get to make lasting memories of their time together, but they also give their children all the benefits that research shows the theater experience imparts to young people: stretching their imagination, increasing their empathy, better understanding others, and developing an appreciation of arts and culture."

Plus, as an added bonus, several member-only opportunities and benefits are available for the 2019-20 season. For only \$105, family members receive:

- Rose members receive **four free tickets** to each of The Rose's six member event shows, which equals 24 free tickets for their contribution. Members may also purchase additional member event tickets for only \$12 each (a 40% savings).
- Members save \$7 per ticket on the two premium event shows, *Elf The Musical* and *The Sound of Music*, and save \$2 per ticket on First Stage Pre-K Series. They also receive a deep discount of \$13 on The Rose's special event production, *Howie D: Back in the Day*.
- Rose members receiving priority booking with the ability to purchase tickets to premium and special event shows before the general public.
- Members are invited to a free Member Day Birthday Bash, complete with workshops, hands-on activities, building tours and more.
- The \$15 class registration fee is waived for members who are BROADWAY and DRAMA at The Rose students.
- Rose member save 10% on Rose costume rentals!

For some families, one membership may not provide enough tickets for their entire family. To accommodate larger families The Rose offers a "Family + Individual Membership" for \$130 per family, which provides all family member benefits with five tickets to each member event production. A "Double Family Membership" for \$210 per family with eight free tickets to each member event production, and all the benefits, is also available.

Patron Membership at \$400 Per Family

Patron members will also enjoy benefits during the 2019-20 season. Patron members help underwrite programming for children with financial barriers.

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Patron benefits include:

- All benefits associated with family membership.
- Four free tickets to the Feb. 2 performance of *Howie D: Back in the Day*, including a private patron event.
- Eight free regular season show “gift” passes for friends and family.
- Unlimited free ticket exchanges.
- Recognition in each mainstage show program.

Through patron contributions, The Rose is able to provide high quality theater productions, including innovative and experimental pieces making their world debut on the The Rose stage. These shows give children exposure to a wide range of theater styles and enhance their appreciation of the art. It is because of this dedication to ensuring that every child has the opportunity to experience high-quality and innovative theater that American Theatre magazine named The Rose Theater one of the top children’s theaters in the United States.

Rose memberships for the 2019-20 season are on sale now! For more information, or to become a member, call The Rose Box Office at 402-345-4849 or go to www.rosetheater.org.

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