

For Immediate Release

DATE: April 2021

CONTACT: Kori Radloff, korir@rosetheater.org, 402-502-4641

Lights up on The Rose Theater as members return for onstage performances

(OMAHA, Nebr.) The Rose Theater welcomes families back to experience the magic of theater with a fun lineup of entertaining productions and a special bonus concert in June 2021, at a cost of less than \$5 per ticket for a family of four.

After a year of hybrid in-person/virtual performance, The Rose plans to return to traditional live, onstage performances, beginning with a special bonus concert, *Misunderstood: Heroes & Villains*, taking the stage in June. Recognizing that many families have experienced financial hardships this past year, The Rose continues its commitment to making theater accessible for all families. The Rose Theater's family membership program builds on the organization's legacy of high-quality family entertainment at a price everyone can afford. The contributions of Rose members help deliver outstanding entertainment and education for area students, underserved families and others who might not otherwise be able to attend programming at The Rose.

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 four shows throughout the year, plus a special bonus concert for members who join by June 2021.

"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."

= MORE =

The Rose Theater
2001 Farnam Street
Omaha, NE 68102

t (402) 345-4849
f (402) 344-7255
www.rosetheater.org



Rose Theater returns to in-person programming

Page 2 of 3

Contact: Kori Radloff, 402-502-4641

As an added bonus, several member-only opportunities and benefits are available for the 2021-22 season. For only \$95, family members receive:

- Rose members receive four free tickets to each of The Rose's four member event shows, plus four tickets to the June bonus concert ***Misunderstood: Heroes & Villains***, which equals 20 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, ***Disney's Descendants*** and ***The Sound of Music***.
- Rose members receive early booking opportunities with the ability to purchase tickets to premium shows before the general public.
- The \$15 class registration fee is waived for members who are BROADWAY and DRAMA at The Rose students.

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 \$120 per family, which provides all family member benefits with five tickets to each member event production. A "Double Family Membership" for \$190 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 2021-22 season. Patron members help underwrite programming for children with financial barriers.

Patron benefits include:

- All benefits associated with family membership.
- Four free tickets to the Dec. 5 performance of ***It's a Wonderful Life***, including a private patron backstage tour opportunity.
- 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 2021-22 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.

###

