



in partnership with the
Utah Arts Council



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FREE NIGHT OF THEATER OFFERED OCTOBER 16, 2008

***National Program Includes Six Utah Theatres
Providing Access for New Audiences to Experience the Joy of Theater***

SALT LAKE CITY (September 18, 2008) – This fall, theatre-goers coast to coast will attend performances presented by over 600 theatres in more than 120 cities completely free of charge through New York City-based Theatre Communications Group's national Free Night of Theater program. NowPlayingUtah.com, in partnership with the Utah Arts Council, brings Free Night of Theater to Utah on Thursday, October 16, 2008. The productions of six Utah theatres will be available free to first-time attendees as part of this successful national program.

Theatre Communications Group (TCG), the national organization for the not-for-profit American theatre, developed this innovative national audience development initiative in 1995 to attract new audiences and raise public awareness about live theatre. The program provides a unique opportunity for theatres nationwide to collaborate on a project that provides access for new audiences to experience the joy of theatre for the first time.

"We are thrilled for the opportunity to introduce the theatre experience to hundreds of Utahns for the first time – absolutely free of charge," said NowPlayingUtah.com Program Manager, Heidi Falk.

Participating Theatres:

Egyptian Theatre Company's "PAGEANT" in Park City

Grand Theatre's "The Ark" in Salt Lake City

Plan-B Theatre Company's "Radio Hour: Frankenstein" in Salt Lake City

Pygmalion Theatre Company's "Welcome Home Jenny Sutter" in Salt Lake City

Salt Lake Acting Company's "A Slight Discomfort" in Salt Lake City

Utah Shakespearean Festival's "Moonlight and Magnolias" in Cedar City

It's simple to reserve seats for some of the hottest shows in Utah. Free tickets will be available starting October 2, 2008 at 9:00 a.m. MST at www.NowPlayingUtah.com. NowPlayingUtah's home page will feature a banner link to the national ticket site. People are encouraged to reserve their seats quickly as tickets are limited and this event has sold out quickly in past years in other cities. Each person is eligible to receive up to two tickets.

"This is a very exciting opportunity for Utahns. I can sense that the public response is going to be incredible, said Margaret Hunt, Director of the Utah Division of Arts and Museums. "Many Utahns have never experienced the world of theatre; and paying for theatre tickets when you don't know what the experience will be like can seem like a risk. TCG's program understands that and has figured out a solution. It's an extraordinary chance for people to experience the power of theatre, and I am very happy to see that these six theatres have joined in the fun."

The 2008 campaign debuts on October 16, 2008 and will once again be produced in Atlanta, Austin, Boise, Cincinnati, Cleveland, the state of Connecticut, Indianapolis, Kansas City, Lexington, Los Angeles, the state of New Jersey, the state of North Carolina, Oregon (in Ashland and Eugene), Philadelphia, Sacramento, San Diego, San Francisco, Seattle/Greater Puget Sound, South Carolina/Charleston, states represented by Southeastern Theatre Conference (including Alabama, Louisiana, Florida, Virginia and West Virginia), Utah, Washington D.C. and the state of Wisconsin.

Editor's Note: Interviews with NowPlayingUtah.com partners are available.
Free Night of Theatre Logo available

About NowPlayingUtah.com:

NowPlayingUtah.com provides Utah's largest comprehensive statewide arts and culture online calendar with detailed listings of the rich cultural experiences available in Utah. Arts and cultural performances, exhibits, and events such as theater, dance, visual arts, music, museums, and festivals are featured. This all-inclusive resource for "what to do" and "where to go" has listings for every taste, including "what to do with the kids" and "free events." It is user-friendly and provides a searchable calendar of events and directory listings for a wide array of state-wide organizations and venues. Submission of arts and cultural events is free and simple.

NowPlayingUtah.com is an initiative of the Utah Arts & Cultural Coalition, a non-profit organization supported by the Utah Arts Council, The Salt Lake County Zoo, Arts & Parks Program, and the Salt Lake Convention & Visitors Bureau. Website: www.NowPlayingUtah.com, email: support@nowplayingutah.com

About Utah Arts Council:

Utah Arts Council's goal is to promote growth, innovation, and success of the arts in Utah. The Utah Arts Council provides arts funding, education, and technical services to individuals and organizations throughout state so that all Utahns regardless of race, gender, ethnicity or economic status can access, understand, and receive the benefits of the arts. In 2007, the Utah Arts Council paired with the Office of Museum Services to create the Division of Arts and Museums, which is part of the Utah Department of Community and Culture. Additional information on the programs and services of the Utah Arts Council can be found at www.arts.utah.gov.

About Theatre Communication Group:

Theatre Communications Group's (TCG) mission is to strengthen, nurture and promote the professional, not-for-profit American theatre. TCG initiatives include a variety of artistic, management, international and advocacy programs. Its many publications offer a national resource for reference, opinion and debate on theatre and the performing arts today. TCG serves nearly 500 member theatres nationwide.

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