

[INSERT CURTAINS UP LOGO/IMAGE]

NEWS RELEASE

[Insert Date]

Contact: [Insert Contact Name]
[Insert title]
[Insert Organization]
[Insert email]
[Insert phone number]

CURTAINS UP Event Showcases Student Talent, Benefits Theater Education

SACRAMENTO--The public is invited to see Curtains Up, a student-run, produced and directed performance and gala benefiting the Sacramento Theatre Company (STC) educational programs on **Saturday, November 4, beginning at 5 p.m. at the STC campus at 1419 H Street in Sacramento.**

This family event features a first-rate variety show and the opportunity to win great prizes (like a trip to New York City), culinary delights and fun activities for children. It is a great opportunity to expose children to the wonders of live theater.

“Curtains up is an amazing opportunity for you and your family to come out, see a great show, eat some amazing nibbles and help supports hard-working students who dedicate their time to the arts,” said [insert name of student spokesperson/potentially Olivia].

This year’s show will showcase a student directed show utilizing students from STC’s Young Professionals Conservatory performing songs from the hit musicals RENT, Annie and Peter Pan, dancing, monologues and more. The social extravaganza includes a silent auction featuring travel, jewelry, gift cards and gift baskets, as well as the opportunity to win a weekend for two in New York with tickets to see a Broadway show.

“This event is truly unique in that it is completely student-led,” said [insert student or adult spokesperson/potentially Michele or Vicki]. “YPC students develop the show’s concept, script, choreography and direction, as well as plan the event by securing sponsors and donations, coordinating food, decorations and all the logistics needed to implement a successful event.”

Proceeds from Curtains Up will fund scholarships, community outreach programs and equipment to help STC further its mission of becoming the region's leader in combining professional theater with theater arts education.

A special thank you to Western Health Advantage, the event's title sponsor!

CURTAINS UP DETAILS AT A GLANCE

- **Date:** Saturday, November 4, 2017
- **Time:** Two shows—at 5 p.m. and 7:30 p.m.—with a silent auction, raffle and refreshments from 6 to 7:30 p.m.
- **Cost:** \$40 for one show and \$70 for both
- **Tickets:** Available through STC's Box Office at 1419 H Street in Sacramento and online at sactheatre.org
- **Learn more:** sactheatre.org

About the School of the Arts

The Sacramento Theatre Company School of the Arts is a leader in integrating professional theatre with theatre arts education. STC's nationally recognized education programs include the Young Professionals Conservatory, a 10-month program that allows students to perform alongside STC's professional actors, and partnership program with the Sacramento City Unified School District to provide hands-on theatre training and the classroom and after school. Other programs include STC's prep-professional Ensemble program, camps and workshops, as well as programs for educators.

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Media Outreach Target List

Print

- Sacramento Bee
- Sacramento Magazine
- Sac Town Magazine
- Inside Publications
- Sacramento News & Review

Television

- KCRA 3
- Good Day Sacramento

Radio

- Capital Public Radio (news team and Insight)
- I Heart Radio public affairs show
- KFBK news team

Other

- Business Journal