

For Immediate Release

Press Release Headline Should Go Here

Runs **[Insert Dates]** at **[Insert Performance Location]**.

Media photos for download: **[Insert link to a drive of high-res drive of photos, video, etc]**

PHILADELPHIA, PA: [Opening paragraph should contain the basics—who, what, when, and where. It should not be “top heavy” with information or details. Also important to include is the first performance date/time that you would allow reviewing press to attend. It is also important to include that the program is part of the Philadelphia Fringe Festival. **Bold any important names and titles throughout**] **Sample:** Original performance company **Lightning Rod Special (LRS)** is reaching the culmination of a three year effort as it premieres its newest theater work, **THE APPOINTMENT**, at **FringeArts** (140 N. Columbus Boulevard, Philadelphia), running for a limited engagement **March 20 through 31, 2019**. The piece, which examines the contemporary abortion debate in America, will serve as the centerpiece of the **FringeArts High Pressure Fire Service Festival**, dedicated to promoting the next generation of vital theatre coming from Philadelphia. Opening night for press is Thursday, March 21 at 8PM.

[Second paragraph should be a quote from the lead artist, producer, or artistic director about why they are excited to bring this performance to FringeArts]

[Third and possibly fourth paragraphs should be a brief summary of the work—a synopsis and key artistic themes can be explored in a very digestible format that the media can understand. This is also the opportunity to include artist/cast names] **Sample:** A dark satire co-created and performed by Lead Artist Alice Yorke with Scott Sheppard, Katie Gould, Brett Ashley Robinson, Jaime Maseda, Bren Thomas, and Lee Minora, with original music written by Alex Bechtel, **THE APPOINTMENT** examines the misogyny, hypocrisy, and absurdity of the contemporary abortion debate in America. The work, directed by Eva Steinmetz with music direction by Amanda Morton, unpacks the economic, societal, and political systems that disempower groups of people from making informed reproductive decisions.

A first draft of the work was presented in 2017 (formerly titled “Unformed Consent”). Tickets for the workshop were free with a suggested donation solicited at the door for Lightning Rod Special’s partner organizations, Women’s Medical Fund and Philadelphia Women’s Center, who facilitated post-show conversations and assisted with the development of **THE APPOINTMENT**. With the audience’s help, the workshop performances raised \$4,818 for compassionate reproductive health services. For the March 2019 engagement, Lightning Rod Special will once again partner with Women’s Medical Fund to feature presentations about reproductive justice, direct action

opportunities for audiences to get involved, seminars on adult sex education, and listening sessions with people who are on the ground fighting for reproductive rights.

[Last formal paragraph should be the ticketing call to action—where can people purchase tickets (fringearts.com) and how much will they cost? Also, since the ticketing for Fringe Festival goes through FringeArts, include a URL of where people can find your organization's website and social media] **Sample:** Tickets to THE APPOINTMENT are currently on sale by visiting fringearts.com. General admission is \$31; student/artist tickets are \$15. More information on Lightning Rod Special can be found at lightningrodspecial.com, and via Facebook at [facebook.com/lightningrodspecial](https://www.facebook.com/lightningrodspecial). Twitter @LRSLive. Instagram @lightningrodspecial.

Service Details

Name of company/presenter presents

Title of Work

Dates

Location

Ticket prices

Tickets available at fringearts.com

List any producer or funder credit here

Optional: list bios of cast/artists here.

Optional: list organization mission statement or overview here.