

City of Dallas News Release

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FREE NIGHT OF THEATER Returns to the City of Dallas

Win up to 5 FREE pairs of tickets to performing arts events in Dallas and the surrounding areas throughout the month of October

Dallas, TX (August 7, 2011) - The City of Dallas Office of Cultural Affairs is proud to announce the fourth annual *Free Night of Theater*, to be held from October 1 through October 31, 2011.

Presented in conjunction with Theatre Communications Group (TCG), *Free Night of Theater* offers new Dallas theatergoers thousands of free tickets to more than 20 Dallas-area theaters and performing arts organizations. The Office of Cultural Affairs has partnered with LA Stage Alliance, a long-time Free Night managing partner, to offer a brand-new "Enter-to-Win" ticketing system. Patrons now have two weeks to look over all the arts events happening in the month of October and pick their top five choices and submit to win them in a random drawing. The available tickets will be randomly distributed based on the patrons' selections and ticket availability, allowing each patron to win as many as five different pairs of tickets!

"We're excited to be able to offer this opportunity to Dallas audiences for the fourth year in a row," said Maria Munoz-Blanco, Director of the Office of Cultural Affairs. "This program continues to be a tremendous opportunity for performing arts groups to connect with new audience members and develop the kind of lasting relationships that are the foundation of a healthy cultural community."

Terence McFarland, CEO of LA STAGE Alliance added, "It's inspiring to our Alliance members that the ideas developed by our community can have a significant impact in many of our sister regions. Through the Enter-to-Win system, patrons can have a more expansive set of options, and arts organizations will be able to start building relationships with many more patrons than they could before. Our research and reporting partnerships should help move the organization/audience relationship forward in a great new way."

This year the City of Dallas Office of Cultural Affairs has broadened and expanded the FREE NIGHT program that they have offered for the past three years, giving thousands of patrons the opportunity to try something new and experience some of the finest artistic work that the region has to offer! Instead of being restricted to theatre, the program now includes dance, music, and opera events at organizations of all sizes and styles. Audiences can sign up for up to five pairs of free tickets between September 9th and September 23rd by visiting www.freenightdallas.com.

Participating organizations include: Contemporary Ballet Dallas, Contemporary Theatre of Dallas, Dallas Asian American Youth Orchestra, Dallas Black Dance Theatre, The Dallas Opera, Dallas Theater Center, Dallas Wind Symphony, Garland Civic Theatre, Jubilee Theatre, Kitchen Dog Theater, MBS Productions, Pocket Sandwich Theatre, Repertory Company Theatre, Rover Dramawerks, Shakespeare Festival of Dallas, Teatro Dallas, Theatre Three, Turtle Creek Chorale, Undermain Theatre, Uptown Players, WaterTower Theatre, Dallas Children's Theater and the Dallas Symphony Orchestra.

About the City of Dallas Office of Cultural Affairs

The Office of Cultural Affairs (OCA) is a division of the City Manager's Office and fosters support, partnerships, and opportunities for Dallas citizens, visitors, artists, and arts and cultural organizations. The Office of Cultural Affairs works to enhance the vitality of the City and the quality of life for all Dallas citizens by creating an environment wherein arts and cultural organizations thrive and people of all ages enjoy opportunities for creative expression and the celebration of our community's multicultural heritage. Our mission is to establish a cultural system that ensures ALL Dallas citizens and visitors have an opportunity to experience the finest in arts and culture.

About Theater Communications Group

For 50 years, Theatre Communications Group (TCG), the national organization for the American theatre, has existed to strengthen, nurture and promote the professional not-for-profit American theatre. TCG's constituency has grown from a handful of groundbreaking theatres to nearly 700 member theatres and affiliate organizations and more than 13,000 individuals nationwide. TCG offers its members networking and knowledge-building opportunities through conferences, events, research and communications; awards grants, approximately \$2 million per year, to theatre companies and individual artists; advocates on the federal level; and serves as the US Center of the International Theatre Institute, connecting its constituents to the global theatre community. TCG is North America's largest independent publisher of dramatic literature, with 11 Pulitzer Prizes for Best Play on the TCG booklist. It also publishes the award-winning AMERICAN THEATRE magazine and ARTSEARCH®, the essential source for a career in the arts. In all of its endeavors, TCG seeks to increase the organizational efficiency of its member theatres, cultivate and celebrate the artistic talent and achievements of the field and promote a larger public understanding of, and appreciation for, the theatre. www.tcg.org



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