

# City of Dallas News Release

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FOR IMMEDIATE RELEASE

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## Dallas' FREE NIGHT OF THEATER a success!

### *Thousands of tickets given away to local performances throughout the month of October*

Dallas, TX (October 1, 2011) – The City of Dallas Office of Cultural Affairs is proud to announce that a record 4,900 tickets will be given away to more than 3,500 patrons during the 4th 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* was brought to Dallas in 2008 by the Office of Cultural Affairs as a way to introduce new theatergoers to the joy of live performance. This year's effort embraced a brand-new "Enter-to-Win" ticketing system managed by long-time Free Night managing partner, LA Stage Alliance, which enabled patrons to submit their top five choices from over 86 Dallas-area performances over the course of two weeks between September 9<sup>th</sup> and September 23<sup>rd</sup>. The available tickets were then randomly distributed based on the patrons' selections and ticket availability and winning patrons were notified via e-mail on Thursday September 29<sup>th</sup>.

"We couldn't be happier with the response to this year's program," said Maria Munoz-Blanco, Director of the Dallas Office of Cultural Affairs. "Free Night of Theater has once again proved itself to be a fun and exciting way to introduce new audiences to the exquisite work of our performing arts institutions, strengthening the connection between our artists and our community and ensuring that Dallas remains a healthy and vital world-class cultural destination."

This year the City of Dallas Office of Cultural Affairs broadened the field of offerings and expanded the Free Night program beyond the realm of theater to include dance, music, and opera events. The expansion did not land on deaf ears. Dallas audiences seized the opportunity to venture into fresh territory with over 4,000 of the 15,000 ticket requests going to the newly introduced disciplines, proving again that the performing arts are strong in Dallas and that the public is hungry to try something new and experience the finest artistic work that the region has to offer!

The full list of 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, Stage West, 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](http://www.tcg.org)



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