SHAKESPEARE THEATRE COMPANY LAUNCHES $10 TICKET INITIATIVE FOR AUDIENCES 35 AND YOUNGER

Company Makes 20,000 $10 Tickets Available for its 2007-2008 Performances

Washington, D.C. – The Shakespeare Theatre Company announced a new $10 ticket initiative aimed at building younger audiences. For the 2007-2008 season, the Company will offer a total of 20,000 tickets at $10 to its performances. The allotment will be distributed through three programs: 1. 20/10, the Company’s new ticket program for audiences 35 and under; 2. SHAKESPEARIENCE, the Company’s student matinee program; and 3. Student Preview Tickets, the Company’s student program for preview week performances.

“The Shakespeare Theatre Company has long desired to increase access to its work for audiences 35 and younger and for whom ticket price is often a barrier,” explained Michael Kahn, Artistic Director of the Shakespeare Theatre Company. “With the opening of our second theatre—the new Sidney Harman Hall—the Shakespeare Theatre Company has a larger ticket inventory and can launch and expand programs for this audience.”

20/10

For its 2007-2008 season, the Company launches 20/10, a new ticket program for audiences 35 and under. Every Tuesday starting at 10 a.m., the Shakespeare Theatre Company will release 20 pairs of $10 tickets to the Company’s productions taking place through the following Sunday. If the Company has two productions running simultaneously, then 20 pairs will be released for each production. The tickets will be sold in person at the Sidney Harman Hall Box Office (610 F St. NW) as well as via phone at 202.547.1122. Limit is two per person. ID is required when picking up tickets. The official launch of 20/10 took place November 6, 2007, when the entire 7:30 p.m. performance of Christopher Marlowe’s Tamburlaine was sold for $10.
Based on the success of the Shakespeare Theatre Company’s 20/10 kick-off performance, the Company will host two additional evenings for patrons ages 35 and under during its Roman Repertory productions of *Julius Caesar* and *Antony and Cleopatra*. All tickets to these performances will be $10 each for those 35 and under. Performances are Tuesday, May 6, at 7:30 p.m. (*Julius Caesar*) and Thursday, May 8, at 8 p.m. (*Antony and Cleopatra*). Tickets may be purchased in person at the Shakespeare Theatre Company Box Office (610 F Street NW), via phone at 202.547.1122 or online at ShakespeareTheatre.org. Use Promo code 5032. Proper ID is required when picking up tickets.

**SHAKESPEARIENCE**

The Company’s student matinee program, SHAKESPEARIENCE provides increased access to classic theatre for public school teachers and students in D.C., Maryland and Virginia. SHAKESPEARIENCE includes subsidized tickets, preparatory materials, in-school workshops and post-performance discussions. This year, the SHAKESPEARIENCE program expanded to include the Company’s family programming, *On the Eve of Friday Morning*, which played at Sidney Harman Hall in January 2008. Schools interested in the SHAKESPEARIENCE program should contact the Company’s Education Department at 202.547.5688.

**Student Preview Tickets**

For the past several seasons, the Company has made $10 rush tickets for preview week performances available to students. With the 2007-2008 season, the Company will allow students to purchase $10 preview week tickets in advance via phone, based on availability. To purchase, students should call the Company’s Box Office at 202.547.1122. Valid student ID is required when picking up tickets at the Will Call window.

**About the Shakespeare Theatre Company**

The Shakespeare Theatre Company’s innovative approach to Shakespeare and other classic playwrights has earned it the reputation as the nation’s premier classical theatre company. By focusing on works with profound themes, complex characters and poetic language written by Shakespeare, his contemporaries and the playwrights he influenced, the Company’s artistic mission is unique among theatre companies: to provide vital, groundbreaking, thought-provoking, vibrant and eminently accessible theatre in a uniquely American style. The Company annually produces eight mainstage plays in its two downtown theatres and one free play in Rock Creek Park’s Carter Barron Amphitheatre. Artistic Director Michael Kahn has led the organization for 21 years, establishing the company as “the nation’s foremost Shakespeare company” (*The Wall Street Journal*) and “the best classical theatre in the country, bar none” (*The Christian Science Monitor*). For more information, visit the website at ShakespeareTheatre.org.

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