*INSTRUCTIONS: This press release is intended to help notify local media of your upcoming presentation of “To Be! Shakespeare Here and Now”. Please use the To Be Calendar Release if your intent is to provide information for community calendar listings.*

*Content that should be customized for your organization are in italics and bold. Once you add your information, please un-italicize and un-bold. You’re welcome to also customize content.*

*This release may be printed on letterhead and mailed or may be copied and pasted into an email. For media consideration, it’s best to distribute press releases at least 4 to 6 weeks prior to the event.*

*Please delete these instructions before distribution.*

FOR IMMEDIATE RELEASE ***Date, City, State*** … ***Organization*** is pleased to present “To Be! Shakespeare Here and Now” on ***weekday, date*** at ***time***. The show is a one-person interactive presentation, featuring actor Ron Fry as William Shakespeare. Dynamic interpretations of excerpts from some of Shakespeare’s most famous works are combined with a humorous look at life in Renaissance England. The program also includes plenty of opportunities for audience members to star alongside The Bard of Avon.

“To Be!” is …

Dynamic – Shakespeare is performed by a professional first-person actor who also happens to double as a stunt-man, college teacher, fire-eater, clown, improv-artist, and jouster.

Interactive – All ages and learning levels have the opportunity to take the stage, speak Shakespeare’s words and have a great time doing it.

Humorous – Shakespeare knew how to use laughter to reach his audience, and “To Be! Shakespeare Here and Now” continues in this glorious tradition. The Renaissance was a fun time and learning about it through “To Be!” is even more fun.

Ron Fry is the founding Artistic Director of Optimist Theatre in Milwaukee, Wisconsin and was the Artistic Director for the Bristol Renaissance Faire for 19 years. “To Be!” has been enjoyed by more than 60,000 people since it’s debut in 1993.

In addition to “To Be!”, Optimist Theatre produces free Shakespeare in the Park. The organization’s goals include reaching artists and audiences across the economic, ethnic, and experiential landscape by creating art that is accessible to all people. They aspire to educate, entertain, and inspire through creative works of artistic integrity and, in doing so, to serve as a “gateway” theatre experience, bringing new audiences to the arts.

The ***organization*** is located at ***address***. ***Registration is not required to attend this free program***, which is made possible by a grant from the Wisconsin Humanities Council ***and the Friends of the Library Association***. For more information, contact ***name, phone or email***.

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Photos are available on-line at www.OptimistTheatre.org/ToBe. From the blue menu bar, select To Be PR Kit.

Contact Information:

***Name of the person issuing the press release***

***Organization***

***Address***

***Address***

***Phone***

***Email***