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## Nonprofit Arts Organizations Collaborate in Ticketing Efforts

*NowPlayingNashville.com provides unique opportunity with Arts A La Carte package*

**Nashville, Tenn.** – **NowPlayingNashville.com**, an initiative of The Community Foundation of Middle Tennessee, presents **Arts A La Carte**, in collaboration with the Nashville Ballet, Nashville Opera and Tennessee Repertory Theatre. This unique ticket package, available exclusively through NowPlayingNashville.com, allows patrons to sample three exciting performances during the 2009-2010 seasons for only \$99. A small handling fee applies.

“We are very excited about this unique collaboration,” said Carol Penterman, executive director at Nashville Opera. “We are thrilled to finally have the capability to offer an arts sampler package, as it is something that has been in discussion off and on for 10 years. Through NowPlayingNashville.com, we now have a vehicle that allows for this type of collaboration.”

An **Arts A La Carte** package includes three vouchers redeemable for one performance to each performance company. Depending on purchase time, patrons can select from the entire seasons of the Ballet, Opera and Tennessee Repertory Theatre. The 2009-2010 performance seasons begin in October for each organization, and the complete season schedules are as follows:

- Nashville Ballet presents **Giselle** (Oct. 23-25), **Nutcracker** (Dec. 11-20), **American Originals** (Feb. 12-14), and **A Midsummer Night’s Dream** (Apr. 23-25).
- Nashville Opera presents **Tosca** (Oct. 8 and 10), **The Fall of the House of Usher** (Nov. 13-15), and **Rigoletto** (Apr. 10 and 13).
- Celebrating its 25<sup>th</sup> Anniversary Season, the Tennessee Repertory Theatre presents **Steel Magnolias** (Oct. 3-24), **A Christmas Story** (Nov.21-Dec. 19), **Proof** (Feb. 6-20), and **Big River: The Adventures of Huckleberry Finn** (Mar.20-Apr.10).

“This package allows us to reach new audiences,” adds Rene Copeland, producing artistic director at Tennessee Repertory Theatre. “It’s a great gift idea for the holidays or any special occasion.”

Since **Arts A La Carte** is a package deal, arts organizations can provide patrons considerable savings.

“While each of our organizations already have competitive ticket prices, it’s exciting for us to join efforts and offer this new package that provides variety and affordability,” said Andrea Dillenburg, executive director at Nashville Ballet.

To learn more about **Arts A La Carte**, visit **NowPlayingNashville.com** or call 615-321-4939 x129.

### **About NowPlayingNashville.com**

NowPlayingNashville.com, an initiative of The Community Foundation of Middle Tennessee, is Middle Tennessee's comprehensive arts and entertainment calendar, with information about music, theatre, sports, dance, museums, kids and family activities, and more with discount ticket offers. Since its launch in 2007, the Web site has collaborated with hundreds of community partners, providing comprehensive information to support arts and entertainment organizations and enrich the Middle Tennessee community. For more information, visit [www.NowPlayingNashville.com](http://www.NowPlayingNashville.com).

### **About The Community Foundation of Middle Tennessee**

The Community Foundation of Middle Tennessee oversees more than 700 charitable funds. In the past eighteen years, The Community Foundation has distributed \$438 million to community programs and institutions. It is located at 3833 Cleghorn Avenue, #400, Nashville, Tennessee 37215. For more information, call 615-321-4939 or visit [www.cfmt.org](http://www.cfmt.org).

### **About Nashville Ballet**

Founded in 1981 as a civic dance company, Nashville Ballet is the largest professional ballet company in Tennessee. As the second largest producing arts organization in the Middle Tennessee area, Nashville Ballet presents a varied repertoire of classical ballet and contemporary works by noted choreographers, along with original works by Artistic Director Paul Vasterling. Nashville Ballet and the second company NB2 (a pre-professional training company) serve nearly 70,000 adults and children annually through performances, and our education and community engagement program. Its curriculum-based outreach program brings dance education to community centers, colleges, public libraries, eight resident schools, and public elementary and middle schools over a 15-county region throughout Middle Tennessee. Educational funding is provided by Metro Nashville Arts Council, Dollar General, Cracker Barrel, HCA Foundation, Gaylord Entertainment Foundation, and Caterpillar Financial. The School of Nashville Ballet, affiliated with Nashville Ballet, provides world-class instruction in ballet for the dancers of tomorrow. For more information, visit [www.nashvilleballet.com](http://www.nashvilleballet.com).

### **About Nashville Opera**

Nashville Opera, Tennessee's largest professional opera company, is dedicated to creating legendary productions and programs. Among the most successful regional companies in the nation, Nashville Opera has presented three different world premiere operas since its inception in 1981. Main stage performances are presented at the Tennessee Performing Arts Center, and play to over 17,000 people annually. Nashville Opera's extensive education and outreach touring program reaches an additional 25,000 students in 18 counties in Middle Tennessee. For more information, visit [www.nashvilleopera.org](http://www.nashvilleopera.org).

### **About Tennessee Repertory Theatre**

Since 1985, Tennessee Repertory Theatre has been a critically acclaimed regional theatre, creating the highest quality professional productions and by serving as a prime cultural, educational, and economic resource within the Nashville and Middle Tennessee communities. Tennessee Rep produces work that is designed, built, and rehearsed in Nashville by highly skilled actors, designers, directors, and technicians. A non-profit organization, Tennessee Rep is committed to consistently delivering thought-provoking theatre each year. For more information, please visit [www.tennesseerep.org](http://www.tennesseerep.org).