



FOR IMMEDIATE RELEASE:

November 10, 2010

Daisy Ramirez-Gutierrez
Marketing Manager
Long Beach Playhouse
PH: 562-494-1014 ext. 506
FAX: 562-961-8616
daisy@lbplayhouse.org
www.lbplayhouse.org

Long Beach Playhouse offers “Pay What You Can Thursdays”

Pay What YOU Can Thursday at the Long Beach Playhouse

LONG BEACH, CA – Mindful of the current difficult economic times, Long Beach Playhouse is offering its first-ever “Pay What You Can Night” for final dress rehearsal for all future productions in both the Mainstage and the Studio. The theatre is also accepting non-perishable human or pet food donations as well in exchange for admission.

Special tickets will be available for purchase for whatever price patrons can afford to pay. “Pay What You Can” tickets can be purchased at 7 p.m. that evening at the box office window. These tickets will be available for purchase on a first-come basis, cash and exact change only.

“Pay What You Can Thursdays” strives to make the show accessible to everyone, regardless of ability to pay, by minimizing the financial barriers often associated with purchasing tickets to quality theatre. Daisy Ramirez-Gutierrez marketing manager for the Long Beach Playhouse said she hopes the offer will enable people who could not normally afford regular ticket prices to see shows at the theatre.

“Our goal is to make theatre available to everyone regardless of their financial situation, especially during this difficult time,” Ramirez-Gutierrez said.

Long Beach Playhouse is located at 5021 E. Anaheim St., Long Beach, CA, 90804, right across from the Long Beach Recreation golf course. The Playhouse is community-supported theatre that cuts across age, gender, ethnic, and cultural boundaries. Performances are at 8 p.m. Friday and Saturday, 2 p.m. Sunday. Tickets are \$20-\$25. The Playhouse is at 5021 E. Anaheim St. The box office is open Wednesday—Saturday from 3:00–8:00 pm & Sundays from 1:00—2:00 pm on scheduled matinees only. For more information or to purchase tickets visit www.lbplayhouse.org or call 562-494-1014.

#####