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FOR IMMEDIATE RELEASE

The Purple Rose Theatre Company raises over \$150,000
Friends, sponsors and artists celebrate 25th anniversary

CHELSEA, Mich. (September 19, 2016)— The Purple Rose Theatre Company recently celebrated its 25th anniversary season with a benefit that raised over \$150,000. Held at the historic Clocktower Commons in downtown Chelsea, *Cue 25: Light's Up!* connected the theatre's friends, sponsors and artists with founder Jeff Daniels' vision of producing new and classic American plays and providing educational/outreach programs serving diverse communities in the region.

"Twenty five years later," said Daniels, "The Purple Rose has become more than I ever dreamed it could be." He introduced his former high school music teacher, DiAnn L'Roy, whom Daniels credits with introducing him to community theatre and his future career as an actor.

Howdy Holmes, Chelsea Milling Company CEO and long-time supporter of The Purple Rose, was the presenting sponsor of the event.

In addition to a strolling dinner and silent auction, *Cue 25: Lights Up!* featured a special performance showcasing 25 years of the theatre's memories and premieres. "Cue 25 was maybe the most exciting event I've been part of in my time with The Rose," said Artistic Director Guy Sanville. "Guests in the room were thrilled, entertained and moved by the script readings from past Purple Rose shows performed by members of our Thousand Performance Club- actors who have appeared on the Rose stage more than one thousand times each. It was just lovely."

Board Co-Chairs Steve and Sheila Hamp said of the evening, "Our 25th year of theatre was simply stellar, with one successful and well-attended play following another. The quality of the theatrical product at The Purple Rose just continues to go up, a very solid trend as we anticipate our next 25 years. Thanks to all of our supporters and to all of our dedicated artistic and administrative staff for making our 25th year such a success!"

Senator Debbie Stabenow presented an official commendation for The Purple Rose's 25th anniversary, which was published in the Congressional Record and read on the floor of the Senate on July 13, 2016.

The Purple Rose continues its commitment to creating world-class theatre as it opens its 26th season with "Morning After Grace," a world premiere by Michigan native Carey Crim. For more information or to make reservations call The Purple Rose Theatre Company box office at (734) 433-7673, or go online at www.purplerosetheatre.org.

About The Purple Rose Theatre Company

Founded in 1991 by actor, playwright, musician and Chelsea native Jeff Daniels, The Purple Rose Theatre Company is a creative home for original American plays. In the 168-seat theatre, patrons experience an intimate encounter with live theatre.

The PRTC also provides an apprenticeship program, performance classes, readings, lectures and tours. It commissions new work from established and early-career playwrights. As a 501(c)(3) not-for-profit professional theatre, the PRTC operates under a Small Professional Theatre agreement with the Actors' Equity Association.

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