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FOR IMMEDIATE RELEASE

Jeff Daniels Unplugged and in your Living Room
The Purple Rose Theatre Company Announces Grand Auction Item

CHELSEA, Mich. (July 5, 2017)— The Purple Rose Theatre Company (PRTC) will host its 5th Annual Backyard BBQ benefit presented by DTE Energy Foundation on Sunday July 23, 2017 from 4:00 - 9:00 p.m. at the Chelsea Fairgrounds, 20501 W Old US Hwy 12 in Chelsea, MI.

The PRTC grand auction item is a priceless opportunity to have theater founder, Jeff Daniels, perform a private concert at your home. Gather your friends and family and enjoy this 75-minute live concert and Q & A session. Restrictions apply and will be outlined on auction site.

“Playing a house concert is a great way for people to support The Purple Rose”, Jeff Daniels said. “This ‘Unplugged House Concert’ will also include a question & answer session, giving folks a chance to hear what it’s been like to live the life of an actor for over forty years. Right in their living room. Or backyard. Or driveway. Good for The Purple Rose, plus I get to play. And I love doing both.”

Mobile bidding for this once-in-a-lifetime item and other silent auction items will begin July 15 at 10 a.m. at www.PurpleRose.Gesture.com for those who pre-register. You do not have to be present at the Backyard BBQ to bid or win this special live concert item. For those in attendance, auctioneer Jim Brandstatter will give the play-by-play updates live at the event.

Tickets to the 5th Annual Backyard BBQ are \$135 per person. With a 1940s flair, the evening will include dinner, strolling social with games, live music, a display of classic cars from the ‘30s and ‘40s, a performance and preview of the PRTC’s next season, silent and live auctions.

Tickets can be purchased by calling The Purple Rose at 734-433-7782, ext. 29 or online at www.purplerosetheatre.org. The tax-deductible portion of each ticket is \$63. Additional information can be found by going to www.purplerosetheatre.org/2017-backyard-bbq/.

Other auction items include one week in an exquisite Paris apartment, custom diamond and amethyst earrings by Austin & Warburton, “Dumb & Dumber” film props used by Jeff Daniels, a trip for two to the 69th Annual Emmy Awards hosted by Stephen Colbert, an exclusive NFL-VIP experience for four with sideline passes and brunch for Lions v. Falcons, tickets to the 2018 Masters Golf Championship, Broadway packages, dinner for 4 on the set of the PRTC’s production of “Sherlock Holmes and the Adventure of the Elusive Ear,” and a South African photo safari for two at Zulu Nyala Game Reserve (location for “I Dreamed of Africa” starring Kim Basinger).

Proceeds from the event will support the theatre’s 26th season, its apprentice program and educational/outreach programs serving diverse communities in the region.

In addition to the DTE Energy Foundation (presenting sponsor), the Backyard BBQ is also sponsored by Jim and Debbie Beuche, Chelsea Rhone LLC, "JIFFY" Mix, Chemical Bank, Legacy Assisted Living, Shinola Detroit, Varsity Automotive Group and Lincoln, Encompass Financial Partners/AssetMark Inc., Daniel Moons and Antoinette Pilzner, Spring Arbor University, A. R. Brouwer Company, Chelsea State Bank, Jeff and Barbara Duncan, Keith and Krista Smillie, Rick Taylor Real Estate, and Thrivent Financial. Special thanks given to Lloyd Ganton, UTEC, LangeTwins Family Winery & Vineyards, PrintTech, ULitho, and Foresight Group printers.

Additional sponsorships are still available; contact Gerie Greenspan by phone at 734-433-7782, ext. 15 or email geriegreenspan@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.