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FOR IMMEDIATE RELEASE

PURPLE ROSE THEATRE ANNOUNCES 25th ANNIVERSARY DOCUMENTARY AND BOOK!

Purple Rose premieres PBS documentary created by Jeff Daniels and commemorative coffee table book!

CHELSEA, Mich. — The Purple Rose Theatre Company is proud to announce its 25th Anniversary Documentary, *Purple Rose 25 Years*, coming to your local Detroit Public Television (PBS) station on **October 26, 2015 at 7:30pm** as well as a 25th Anniversary commemorative coffee table book, *The Purple Rose of Chelsea* by Cynthia Furlong Reynolds, set to hit local bookstores and Amazon.com this holiday season!

The Purple Rose Theatre Company (PRTC) is a non-profit organization with a rich tradition that dates back to 1991. To achieve the PRTC vision “to be the beacon of American Theatre”, this organization seeks to build greater awareness of its national recognition for exceptional quality and world-class production values, importance for presenting a Midwestern voice by championing *new* American plays/playwrights (60% of its nearly 100 plays) to the canon of the American Stage, and an Apprentice Program unique in Michigan (modeled after the Circle Repertory Theatre program, NYC) that is training the next generation of arts leaders who have provided more than a half-million hours of service to the arts and live theatre at the PRTC alone. The PRTC truly is a home for midwestern talent, providing encouragement, training, and development of artists--from Apprentice to professional artist. The celebratory film and book also draw attention to the valuable contribution Purple Rose Theatre Founder, the accomplished actor/playwright and musician Jeff Daniels, has made to the world of the arts.

The 25th Anniversary special is an hour-long TV documentary produced by Jeff Daniels' own company, 2188 Studio, LLC and sponsored by Meijer, Inc. *Purple Rose 25 Years* will air on October 26, 2015 in the Detroit Market on DPTV, and will be rebroadcasted throughout Michigan/Midwest PBS markets on a rolling basis throughout 2016.

Content includes brief excerpts from Mr. Daniels' movies/TV, "Ken Burns" treatment of early photos of Mr. Daniels, the theatre building, productions, samples/live footage scenes from PRTC artistic process, educational activities, events and post-performance talk-backs, personal interview segments with Founder Jeff Daniels, Artistic Director Guy Sanville, and other key creative and leadership professionals, governance & community leaders that have ensured the organization's health, creative process, support, and future vitality for the *Next 25 Years*. The goal of the film, through the understanding of the history, artistic achievement and social value of the PRTC as a cultural leader, is to rekindle the national arts debate about “why live theatre still matters.”

Slated to come out in late Fall/early Winter, is the highly anticipated 25th Anniversary coffee table book, *The Purple Rose of Chelsea* penned by award-winning author, Cynthia Furlong Reynolds. This wonderful collection of history, production & behind-the-scenes photos, artist & staff interviews, and future plans is a must have collector's item for any patron who holds a special place in their heart for Chelsea's own Purple Rose Theatre. More information on book pre-sale options and sales locations will be available on the Purple Rose website (www.PurpleRoseTheatre.org) and social media pages (Facebook & Twitter) toward the end of October. There is no doubt that *The Purple Rose of Chelsea* will be a fan favorite for the upcoming holiday season!

Underwriting support for the Purple Rose 25th Anniversary season comes from the Ford Motor Company Fund, The Hamp Family, Michigan Council for Arts and Cultural Affairs, Sage Foundation, Shubert Foundation, and Matilda R. Wilson Fund. Lead sponsorship for the PRTC 25th Documentary, *Purple Rose 25 Years*, comes from Meijer, Inc. Media sponsors include Applied Storytelling, ChelseaMich.com, Detroit Performs, and Michigan Radio.

Founded in 1991 by actor and Chelsea native, Jeff Daniels, The Purple Rose Theatre Company (PRTC) is the home of world-class, original American theatre. The PRTC is a professional theatre company with roots in the Midwest that takes a handcrafted, artisanal approach to producing new and classic American plays that are nothing less than one-of-a-kind experiences. The PRTC is a 501(c)(3) not-for-profit professional theatre operating under a Small Professional Theatre agreement with the Actors' Equity Association.

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