

December 8, 2010

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FOR IMMEDIATE RELEASE

**RLT ANNUAL HOLIDAY CELEBRATION DEEMED “A PLACE FOR EVERYONE!”
President Announces New Mission Statement, Motto For Community Theater in Rogers**

ROGERS, Ark. — RLT hosted its annual Holiday Celebration Wednesday, December 8, 2010 at the Victory Theater in historic downtown Rogers. Volunteers and supporters gathered to celebrate the accomplishments of the past year and honor outstanding contributions to the RLT.

Richard Dean Prudenti, RLT President/CEO welcomed the gathering—which annually celebrates all those “who make RLT possible.”

RLT Chairman of the Board Joe March highlighted the accomplishments of the past year including the RLT being second only to the Walton Arts Center—a huge, professional theater presenting professional touring productions—as best live theater in Northwest Arkansas. March quickly dispensed with the “business” portion of the event—which also serves as the organization’s annual meeting of the membership.

Entertainment was presented by Kristi Rickert Pederson. Board member and Chair of the RLT Production Committee, Ed McClure introduced Pederson, noting she has been delighting San Diego audiences with her unique blend of standard jazz, pop and show tunes in performances at many of San Diego's finest piano rooms—she has twice earned her San Diego Magazine's Best Piano Bar Pianist award.

Retiring Board of Directors members Martha Bergant and Shelly Cottrell were thanked for their years of dedicated service to RLT by March.

New members of the RLT Board of Producers are Kristin Calhoun, Chris Junkerman, Autumn Trout, Ty Wagner, and Carolyn Whitsell.

March then introduced the new members of the RLT Board of Directors: Jennifer Calleja of Kimberly-Clark; Lance Clark with Arvest; Wesley A. Cottrell, Attorney at law; Leesa Davis, President of S. B. Howard Company; Amanda Farmer, owner of Bella’s Gifts in Springdale;

Susan Johnston, with Daisy Outdoor Products; Dana Mather from the Rogers-Lowell Area Chamber of Commerce; Ron Sasine with Walmart Stores, Inc.; Jim Swearingen from Crafton Tull & Associates; and DeAnne Witherspoon an Optometric Physician.

Annual awards were then announced and presented by Chairman March:

RLT President's Award 2010 was presented to RLT Vice Chairperson Anita Karren for outstanding contributions by an RLT Board Member—March indicated Anita has “done everything asked of her with grace, determination and a smile on her face.”

RLT Executive Committee Award is given for outstanding contributions by an RLT Volunteer Organization. The 2010 Executive Committee award was presented to 4209 Creative—owned by Kinya Elenbarger, a former member of the RLT Board of Directors—for its outstanding contributions to the marketing and branding of RLT, especially as RLT launched its 25th Anniversary Season. March commented the RLT had experienced a 30 percent increase in Season Ticket Memberships this year—very much helped by the work of 4209 Creative.

The first of two RLT Board of Director's Award for outstanding volunteer contributions was presented to Richard & Kim Heruska who, as March noted, came to RLT in May, but since then have been “Mr. and Mrs. RLT—not only volunteering for every event (including jazz concerts, MainStage performances, Kidworks performances; well everything!), they bring a spirit and fun-loving attitude to the house every night.”

The second RLT Board of Director's Award for outstanding volunteer contributions was presented to Kathy McClure RLT's “good will ambassador”. Beyond the many years of volunteering with RLT—both in shows and in loaning antiques and other items for sets—Kathy has distinguished herself in two ways this year according to March: leading the charge for private performances of RLT MainStage shows—selling not only one for *South Pacific* she also sold a private performance for *Tuna Christmas*; and for putting RLT with the Air Museum and helped RLT create a fundraising partnership.

Prudenti then closed the presentation by unveiling the new RLT Mission: “RLT provides live theater experiences for audiences, performers and students, enhancing the Rogers Historic District and creating a regional destination.” He indicated that as RLT moves forward, the organization would not only insist upon excellence in theatrical productions and expansion of performance and educational opportunities for youth, RLT will be a stalwart and good citizen of the historic district.

The new motto of RLT was also unveiled: “Places...*Everyone!*” Prudenti said that besides the many wonderful shows and events that have inspired and brought joy to people, RLT has adopted a vision recognizing that everyone who values the performing arts as an integral part of this community plays key roles in the unfolding story of RLT.

“Places... *Everyone!* is a phrase that carries multiple meanings, including the call of the director announcing the show is about to begin. So get ready! This phrase also speaks to the value we hold in those who have generously given of their time, talents and/or financial resources,” Prudenti said.

The event finished the RLT Manager Kevin Lancaster asking “everyone who has ever appeared in an RLT production to join him on stage and serenade the crowd with traditional holiday carols. Pederson accompanied the singers.

RLT provides live theater experiences for audiences, performers and students, enhancing the Rogers Historic District and creating a regional destination. RLT: Places... Everyone!

For more information, contact the RLT Box Office at 479/631-8988 or visit the website at www.rogerslittletheater.org.

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