



May 19, 2011

Rogers Little Theater
116 S. Second St., Rogers, AR 72756
www.rogerslittletheater.org
479.631.8988

Contact: For questions about this event please call President/CEO Richard Dean Prudenti at 479.381-6750 or rdprudenti@gmail.com.

MEDIA ALERT

RLT To Present Kick-Off Reception For Black Music Month
VIP Event To Include Visual Art, Jazz Music and Performance of Driving Miss Daisy

ROGERS, Ark. — Rogers Little Theater in partnership with NWA Events Unlimited will be holding a VIP reception June 2 to kick off Black Music Month Celebration 2011 later that month. Please join us in coverage of this special event where you will be provided with more info regarding that month's festivities.

- Who:** NWA Events Unlimited
RLT as Presenting Sponsor of Black Music Month Celebration
- What:** VIP Event for sponsors of Black Music Month Celebration 2011; special guests of NWA Event Unlimited; RLT donors, sponsors, board members and special guests.
- When:** Saturday, June 2, 2011
- Why:** To give a special thank-you to donors, underwriters and supporters who believe in the mission of RLT. In supporting Black Music Month activation, RLT is expanding its outreach and broadening the sharing of culture as Northwest Arkansas continues to grow in population and culture.

Every year the president proclaims Black Music Month (the Obama Administration has chosen to call it "African-American Music Appreciation Month") Here is the link from 2010 proclamation: <http://www.whitehouse.gov/the-press-office/presidential-proclamation-african-american-music-appreciation-month> The 2011 proclamation is expected in the next several days.

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- Where:** Rogers Little Theater, 116 S. Second St., Rogers AR 72756
- Details:** 6 p.m. Social with wine and beer / hors d'oeuvres and enjoy visual art by Matt Miller. Miller will be displaying paintings from his "Legends" collection For info on Miller, go to: <http://www.mattmillerstudio.com/#!art/vstc8=legends>
- 6:30-7:30 p.m. Social continues with live jazz from the Justin Hamby Quartet, performing works by black artists Miles Davis, Duke Ellington, County Basie and Stevie Wonder, among others.
- 8 p.m. Performance of "Driving Miss Daisy," play by Alfred Uhry, which opens that weekend as part of RLT's MainStage Productions Series.
- Information:** For more information, contact President/CEO Richard Dean Prudenti at 381-6570. Information on Black Music Month Celebration 2011 is also available on the RLT website, at www.rogerslittletheater.org/events.php#show53. A media kit will be provided to you at the VIP event.
- Other:** Personal and email invitations will be sent to 250+ *community leaders*. We anticipate at least 100 people in attendance.

NWA Events Unlimited *is a non-profit entity whose mission is to provide a diverse range of high quality cultural activities that will:*

- *Encourage innovation and partnerships among community and regional organizations*
- *Inspire the development of arts in an array of different executions*
- *Provide opportunities for performing and visual arts presentations*
- *Foster creative and diverse programming*
- *Provide an environment that celebrates cultural pride among all who live, work and visit this extraordinary region called Northwest Arkansas*

Rogers Little Theater *is a non-profit with a mission is to provide live theater experiences for audiences, performers and students, enhancing the Rogers Historic District and creating a regional destination. The theater's motto, "Places... Everyone," reminds us of the stage manager making the final call before the show, but also speaks to the inclusive nature of the arts in the community.*

New Creature *is sponsoring the VIP Reception for Black Music Month Celebration 2011. The Rogers-based firm is an in-store marketing leader that helps Walmart, Sam's Club and their suppliers design and execute promotional point-of-purchase merchandising solutions. Founded in 1999, NWA based New Creature has executed hundreds of thousands of Action Alley, Endcap and Promotional Pad displays for key Seasonal and Big Bet merchandise programs. A leader in 3D modeling, style guide creation and supply-chain optimization allows New Creature to help retailer and supplier go from mind to market fast.*

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