



BIRMINGHAM CHILDREN'S THEATRE CELEBRATES MEMBERS WITH FIRST ANNUAL MEMBERSHIP APPRECIATION DAY

YOU ARE INVITED TO – OZ PARTY!

Saturday, April 24, 2010 from 12:30–4:00pm

(*The Wizard of Oz* performance from 2:00–3:00pm)

Birmingham Children's Theatre Members planning to attend the next Family Day Performance of *The Wizard of Oz* on Saturday, April 24 at the BCT Mainstage Theatre may want to arrive early for an 'Oz-tastic' surprise. BCT is throwing its first ever Members Appreciation Day on the outdoor balcony that overlooks the BJCC Plaza beginning at 12:30pm, giving members a time to mingle and enjoy the outdoor weather prior to the performance at 2:00pm. The theme is 'OZ PARTY', and will feature a light lunch, snacks and drinks, arts and crafts, special interaction and photo opportunities with the OZ characters, and dancing for kids of all ages. Designed to thank and honor BCT Members, OZ PARTY is BCT's way to treat its member families to something special.

"Too often, arts organizations ask people to become members or buy season tickets, and that's the end of the relationship. You come to a show, and then you leave. OZ PARTY is just our way to say 'Thank You' to those people that have supported us in one of the most troubled economies we've ever faced," said George Culver, Executive Director of BCT. "The outdoor balcony of our Theatre is rarely used, but it's one of the most perfect spaces in the city to throw a party. Having an outdoor event like OZ PARTY just makes sense when you're trying to create a beautiful environment for your patrons."



BCT is ramping up its efforts to provide fun events for families that may struggle to find educational and affordable activities on the weekends. "OZ PARTY is our first test. We certainly have a plan to incorporate events like these into all of our Family Day Performances next season," said Culver. Free of charge for BCT members, non-members can also enjoy the party at a low cost of only \$5 per person. "We certainly wish to thank our members, but we also want the rest of our patrons to see the benefits of BCT Membership."

Ranging from \$25-\$250, BCT Memberships have been one of the theatre's most shining success stories over the past year. "We designed the Memberships specifically with families in mind," said Nancy Jones, BCT Director of Marketing. "BCT has always been about the kids, but now the moms, dads, aunts, uncles and grandparents have an affordable way to expose them to professional educational theatre. Some people may have been confused when we did away with our Season Ticket packages, but most Memberships still include season tickets to all 8 shows BCT produces per year."

OZ PARTY begins at 12:30pm on April 24, 2010, and will continue until an hour after the 2:00pm performance of *The Wizard of Oz*. BCT Members are invited to OZ PARTY for free, and non-members may attend OZ PARTY for \$5 per person or by purchasing a BCT Membership. BCT Memberships will be on sale in the Theatre lobby. Tickets to *The Wizard of Oz* are \$8 for kids and \$10 for adults, and can be purchased online at www.bct123.org or by calling BCT at (205) 458-8181. BCT Members should consult their Membership Level which will indicate how many show tickets are included with your Membership Level.