

ENCHANTMENT THEATRE COMPANY

Igniting Children's Imaginations Everywhere!

PETER RABBIT™ TALES

based on *The Original Peter Rabbit Books*™
by Beatrix Potter



By arrangement with
F. Warne and Co., 2015



AUDIENCE DEVELOPMENT IDEAS

Laying the groundwork for tomorrow's arts lovers!

Looking for fun ways to connect with and build your audiences? Enchantment's got you covered. We've been working very closely with Penguin Books, Beatrix Potter Society and the Free Library of Philadelphia to develop new and entertaining ways to build meaningful relationships with your audiences beyond the four walls of your theater. Here are a few suggestions:



1. HOLD A *PETER RABBIT TALES* FACEBOOK PHOTO CONTEST: Announce the photo contest on your Facebook page. Have your young theatergoers make a Peter Rabbit puppet using the template on our website and encourage them to share a photo of themselves having an adventure with Peter. Have them discover someplace new or try new food! Have them introduce Peter to a friend! The winner could receive a Peter Rabbit book and/or a personal backstage tour to meet ETC's Peter and friends. If interested in the details, contact carin@enchantmenttheatre.org for guidelines and rules.

2. REACH OUT TO YOUR INDEPENDENT BOOKSELLER TO SELL BOOKS AT YOUR THEATER AND THEN SETUP READINGS WITH THE *BEATRIX POTTER SOCIETY* PRIOR TO THE CURTAIN:

The Reading Beatrix Potter initiative has been an outreach activity of the Beatrix Potter Society in the US since 2001. Volunteers enthusiastically share their knowledge and admiration of Beatrix Potter by reading the books to children in libraries, schools, bookstores and now - theaters! Readers incorporate a wide range of visual material into their presentations. Some appear in period costume. Contact Ann Troxell at atroxell@comcast.net to see if there is a reader near your town and book a reading before Peter hops into your theater.

3. UTILIZE ENCHANTMENT'S ONLINE RESOURCES: Whether your audiences are families or school groups, Enchantment has ways to connect with them. All you need to do is direct your audiences to EnchantmentTheatre.org/north-american-tour/Discover. The world of Peter will open right in front of them, introducing your audiences to videos of the characters, in-depth articles, costume renderings, set models, etc. We also have an in-depth study guide available for older children in addition to a link to Penguin's official Peter Rabbit website for activities and games, suitable for Pre-K audiences - all in order to prepare and engage the children *BEFORE* they get to your theater.

4. REACH OUT TO YOUR LOCAL PAPER AND NEWS OUTLETS: Looking for an interesting story to pitch to your local newspaper or media outlets? Check out ETC's Press Room. There you will find detailed information about the show, actors and collaborators. Special Feature Story Ideas/Interviews include:

- Celebrating 150 years of Beatrix Potter! Beatrix Potter - a woman ahead of her time - her ideas and passions are still relevant today [Interviews available with Artistic Director Jennifer Smith, Penguin Books, Beatrix Potter Society]
- How ETC adapts a story from page to stage [Interviews available with ETC's Artistic Directors Landis & Jennifer Smith and Leslie Reidel]
- The developmental benefits of live theatre for children [Interviews available with founder Jennifer Smith, author and child psychologist Dr. Ellen Handler Spitz]
- The unique partnership with the Beatrix Potter Estate and Penguin Books: [Interviews available with founders Landis & Jennifer Smith, Penguin Books, guardians of the Beatrix Potter Estate]

DISCOVER the world of *Peter Rabbit™ Tales* - online!



Peter Rabbit™ Tales

Story Adapted by Jennifer Blatchley Smith, Leslie Reidel and Landis Smith
Music by Charles Gilbert
Based on *The Original Peter Rabbit Books*™ by Beatrix Potter
By arrangement with Frederick Warne & Co Limited,
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