

# 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



## MARKETING PROFILE

### MARKETING/PR REPRESENTATIVE:

Name: Carin Brastow  
Phone: # 215/496-9160  
Email: Carin@EnchantmentTheatre.org

OFFICIAL SHOW NAME: Peter Rabbit Tales™

### OFFICIAL SHOW DESCRIPTION TO APPEAR IN BROCHURE AND WEBSITE (125 words) :

"Once upon a time there were four little rabbits, and their names were – Flopsy, Mopsy, Cotton-tail and Peter." This famous opening line of *The Tale of Peter Rabbit* begins a series of tales that have enchanted young audiences for over 100 years. Combining three of the famous "Peter Rabbit" tales, Enchantment's production introduces a grown-up Peter, his cousin Benjamin and sister Flopsy, as they remember their adventures in Mr. McGregor's garden and go on a quest to rescue Benjamin and Flopsy's children from the badger, Tommy Brock. Peter, our charming hero, reminds us all that we are never too young to make a difference. In celebration of Beatrix Potter's 150th birthday anniversary, Enchantment Theatre Company brings her captivating stories to life. Using fantastic masks, whimsical puppets, gorgeous scenery and original music, the magical, the magical, marvelous World of Beatrix Potter™ comes alive on stage.

### KEY FACTS ABOUT PETER RABBIT TALES TO ENHANCE MEDIA PITCHES:

- Celebrating 150 years of Beatrix Potter! Ms. Potter was a woman ahead of her time - she was an artist, writer, naturalist, businesswoman and conservationist. Visit our website to learn more about the author or contact Carin Brastow to setup an interview with Artistic Director Jennifer Smith, Penguin Books and/or the Beatrix Potter Society.
- Enchantment inspires children to think, dream, explore and connect through imaginative storytelling. We're pursuing this the only way we know how, by creating evocative rather realistic interpretations of classic stories that place children's imaginations at the center of the storytelling process: a character is played by a puppet; a piece of blue silk becomes a river; shadows and projections portray an epic journey. They are not merely passive bystanders; rather they become captivated co-creators in the middle of the action. In doing so, children live in the story and become deeply connected to the characters and their situations. Contact Carin Brastow to learn more about the Enchantment Style.

### AUDIENCE PROFILE/DEMOGRAPHIC INFORMATION:

Children ages 4-10 and their families/schools.

WEB ADDRESS: [EnchantmentTheatre.org](http://EnchantmentTheatre.org)

FACEBOOK ADDRESS: <http://facebook.com/EnchantmentTheatre>

TWITTER HANDLE: [EnchantmentTC](https://twitter.com/EnchantmentTC)

INSTAGRAM HANDLE: [enchantmenttheatre](https://www.instagram.com/enchantmenttheatre)

HASHTAGS: #ETCPeterRabbit

APPROVED YOUTUBE LINKS: [EnchantmentTheatre](https://www.youtube.com/EnchantmentTheatre)

Peter Rabbit™ Tales

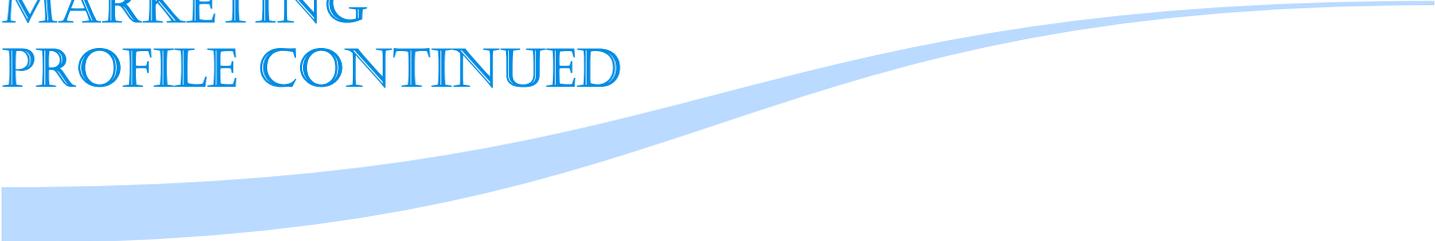
Story Adapted by Jennifer Blatchley Smith, Leslie Reidel and Landis Smith

Music by Charles Gilbert

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By arrangement with Frederick Warne & Co Limited,  
A Penguin Books Limited company

# MARKETING PROFILE CONTINUED



## MARKETING MATERIALS

### PHOTOS AND PHOTO CREDITS FOR MEDIA:

Photographer: Mark Garvin

<https://enchantmenttheatre.org/north-american-tours/press-room/>

### B-ROLL AND PROMOTIONAL VIDEOS:

See our YouTube Peter Rabbit Tales playlist:

<https://www.youtube.com/playlist?list=PLo4bTksLcotZrwhiQiAjQRKT5Es8GfMjB>

### PRE-PRODUCED RADIO/TV SPOTS AND PRINT AD-MATS:

Raw files available by emailing Sara Nye at [sara@enchantmenttheatre.org](mailto:sara@enchantmenttheatre.org). As Sara works part-time, please allow one week for response.

### BIOS:

Visit: <https://enchantmenttheatre.org/north-american-tours/press-room/>

### REVIEWS/QUOTES:

Visit: <https://enchantmenttheatre.org/north-american-tours/press-room/>

### SPECIFIC REQUIREMENTS/RESTRICTIONS FOR MARKETING THE SHOW:

Themes and Situations: Staying true to Ms. Potter's stories, when Old Mr. Bouncer baby-sits Flopsy's bunnies, he falls asleep after he drinks his dandelion wine with Tommy Brock, the badger. After Old Mr. Bouncer wakes up, he discovers that the bunnies were taken by Tommy Brock. When Flopsy returns to find that her bunnies are gone, she is overwhelmed with grief and slaps Old Mr. Bouncer. After the bunnies are rescued, they forgive each other and they live happily ever after.

### IF THERE IS ROOM ON THE TICKETS, PLEASE INCLUDE THE FOLLOWING COPY:

Please visit [EnchantmentTheatre.org/north-american-tours/discover/](https://enchantmenttheatre.org/north-american-tours/discover/) for age appropriate activities that will enhance the experience for your children/students.