



For Immediate Release  
Contact: Carrie Gorn  
Phone: 484-831-5561  
Email: [cgornpr@gmail.com](mailto:cgornpr@gmail.com)

**Enchantment Theatre Company Announces the  
World Premiere Production of the *Peter Rabbit™ Tales*,  
its Newest Show for School Children and Young Families**

PHILADELPHIA, PA -- Known nationally and internationally for thrilling young audiences with imaginative productions of classic stories that enchant young and old alike, Enchantment Theatre Company is poised to present yet another captivating production for its 2015-17 North American Tour. Today, Enchantment Theatre Company announced that they will present *Peter Rabbit™ Tales*, a new and original production, which will be performed in cities across North America enchanting thousands as part of the show's world premiere tour. Enchantment has created a theatrical adaptation of Beatrix Potter's beloved stories of Peter Rabbit and his friends to mark the 150<sup>th</sup> anniversary of the author's birth. It also celebrates Enchantment's 15<sup>th</sup> year as a non-profit arts organization.

*"Once upon a time there were four little rabbits and their names were Flopsy, Mopsy, Cotton-tail and Peter."* This famous line opens Ms. Potter's *The Tale of Peter Rabbit*, the first of 23 stories that she wrote and illustrated, that have enchanted children and their families for more than 100 years. Peter hopped right out of the pages of her storybook and into children's hearts, and his adventures remain fresh and relevant for children today. 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.

“We are thrilled that Penguin selected us to create this show,” said Jennifer Blatchley Smith, co-artistic director of Enchantment. “We see it as both an honor and a challenge to present a faithful yet innovative rendition of the Peter tales. We worked closely with our Penguin colleagues in London to assure that we captured Peter's spirit,” she said.

Enchantment's two-year international tour of the production, kicks off in October and is expected to reach young audiences and school groups in 50+ cities in the East, South, Midwest and Canada for 2015-16 with plans in the works to tour cities in the West and beyond for 2016-17. Enchantment uses life-sized puppets, fantastic costumes, masks, mime, magic, dance and music to tell its stories to the delight of audiences age five to eighty-five, or school groups from Pre-K to Grade 5.

This exclusive production is authorized by Penguin Random House UK, publisher, on behalf of Frederick Warne & Co, owner of all rights, copyrights and trademarks of Beatrix Potter character names and illustrations.

### **About Beatrix Potter**

Beatrix Potter was born in England in 1866. As her sesquicentennial anniversary approaches, Enchantment will be celebrating her contribution to both children's literature and land conservation by presenting displays about her life and work in the theater lobby. Although Ms. Potter began her life as a sheltered girl in a conventional Victorian household, her fascination with the natural world, enhanced by family vacations spent in the Lake District, nurtured her unique artistic talent and her future work in land

conservation. Potter published her first book in 1902, *The Tale of Peter Rabbit*, and by the end of her life had written over 23 tales. *The Tale of Peter Rabbit* has been translated into 36 languages and has sold over 45 million copies. In the second half of her life, Ms. Potter bought land and farms in the Lake District to protect and preserve its natural beauty. When Beatrix Potter died in 1943, she left over 4,000 acres of land and 15 farms to the National Trust in England. Her ‘animal’ stories are fantastic yet true to life and bring new generations of children into contact with her marvelous imagination, whimsical creatures and beloved countryside.

### **About Enchantment Theatre Company**

Enchantment is celebrating its 15<sup>th</sup> Anniversary as a non-profit arts organization in Philadelphia. Its mission is “to create original theater for young audiences and families that inspires, challenges and enriches the audience, on stage and in the classroom.” All of Enchantment’s resources are focused primarily on children to honor, respect and nurture their development. The Company believes that quality professional theater can do more than entertain and educate. It can also awaken in its audience feelings of wonder, empathy and joy; change the way they perceive themselves and those around them; and demonstrate that they can set aspirational goals for the future. For more information, visit *EnchantmentTheatre.org*.