



Igniting Children's Imaginations Everywhere!

For Immediate Release

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**Enchantment Theatre Company will Present *Peter Rabbit™ Tales*,
its Newest Show for School Children and Young Families,
at the Arts Bank Theater December 12, 2015- January 3, 2016**

PHILADELPHIA -- Enchantment Theatre Company will present *Peter Rabbit™ Tales*, a new and original production, which will be performed here at the holiday season 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 150th anniversary of the author's birth. It also celebrates Enchantment's 15th 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.

"The Enchantment Theatre production *Peter Rabbit™ Tales* has captured the essence of Beatrix Potter's work through their careful study of both the text of the original tales and research into our Beatrix Potter illustration archive," said Ronnie Fairweather, Creative Director, Brands and Licensing at Penguin Books Ltd. "Through a well-crafted script, dynamic choreography and simple but

effective staging, the show makes for an absorbing and enjoyable experience for all. We are delighted to endorse this excellent production.”

Enchantment will present the one-hour show in Philadelphia at the Arts Bank Theater on the corner of Broad and South Streets, on December 12, 2015 -- January 3, 2016. Tickets are available online at enchantmenttheatre.org. The city’s children and families have been delighted by previous Enchantment productions including last year’s *Snow Queen* and, in 2013, *Aladdin and Other Enchanting Tales*. Enchantment uses life-size puppets, fantastic costumes and 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 appearance in Philadelphia is one of many stops on Enchantment’s two-year international tour of the production, which kicked off in October and is expected to reach young audiences and school groups in 35-40 states. The production will travel to Canada in 2016 with plans in the works for a tour to Japan and Australia in 2017.

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 her beloved countryside.

About Enchantment Theatre Company

Enchantment is celebrating its 15th 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 its audience, on stage or 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*.

About Penguin Random House

Penguin Random House (<http://global.penguinrandomhouse.com/>) is the world's most global trade book publisher. It was formed on July 1, 2013, upon the completion of an agreement between Bertelsmann and Pearson to merge their respective trade publishing companies, Random House and Penguin, with the parent companies owning 53% and 47%, respectively. Penguin Random House comprises the adult and children's fiction and nonfiction print and digital trade book publishing businesses of Penguin and Random House in the U.S., U.K., Canada, Australia, New Zealand, India and South Africa, and Penguin's trade publishing activity in Asia and Brazil; DK worldwide; and Penguin Random House Grupo Editorial's Spanish-language companies in Spain, Mexico, Argentina, Uruguay, Colombia, and Chile. Penguin Random House employs more than 10,000 people globally across almost 250 editorially and creatively independent imprints and publishing houses that collectively publish more than 15,000 new titles annually. Its publishing lists include more than 70 Nobel Prize laureates and hundreds of the world's most widely read authors.