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FOR IMMEDIATE RELEASE

This is Where You Tell Them That Your Company Proudly Presents Your Show at the 2015 Atlanta Fringe Festival

(Atlanta – Date of release) This is where you announce that Your Company is proud/thrilled/excited to present Your Show as a part of the 2015 Atlanta Fringe Festival. Then you'll write something brief, exciting and to-the-point about who you are and what the show is: something like "The Show, a tribute to the bawdy puppetry of 1920's vaudeville, is Your Company's first foray into the Atlanta theatre scene after years of well-received productions in Albany or wherever." (Pro-tip: talk about yourselves in the third person, not first person. Other pro-tip: a lot of media outlets will just copy/paste this section so phrase it as you want it presented in the media and on-line.) The show will be presented at (Venue Name) from June 4-7, with tickets available at the door or via www.AtlantaFringe.org

Now really get into it with details about the show, things that make it unique and interesting. Describe the show in detail and mention any interesting tidbits (like if the show/company/artists involved have won any awards or have notable credits.) "Featuring the talents of Academy Award-winning actor Tom Hanks, The Show is a delightfully vulgar history lesson featuring several different puppetry traditions including marionettes, shadow puppetry and bunraku. In addition to Mr. Hanks, four puppeteers and a live three-piece band will bring Jazz Era vaudeville to life."

Maybe put a quote here? "I'm thrilled to be a part of this crazy thing," says company newcomer Tom Hanks. "I've done a few TV shows, a couple of films that people really seemed to like, but I feel like I've really found my thing with puppetry that tells the story of the Roaring 20's."

Maybe some quotes/awards now if you've got 'em?
Winner! Best of Fest – Toronto Fringe Festival
Audience Award – Chicago Puppetry Festival
Best Actor: Tom Hanks – Academy Awards (1994, 1995)

And now just the basic info:

Show Title **a part of the 4th Annual Atlanta Fringe Festival**

Presented by Company Name
Written/Directed by Name(s)
Venue Name
Venue Address
Specific dates and times of performance

For more information about this show and the festival in general, please visit www.AtlantaFringe.org

And now boilerplate about your company, if you like. "Your Company has been dedicated to uniting Academy Award-winning actors with obscure forms of puppetry since 2003. A staple of the Austin area, they've twice won the Austin Chronicle's "Best Theatre Company" award, most recently in 2011 with the debut of Puppet Civil War, starring Morgan Freeman. For more information about this and other shows, please visit www.YourWebsite.com"