This press release is for your organization’s use. You may use the information for bulletin announcements, websites and any other publicity or promotional uses. We encourage you to send the press release to your local media.

**PRESS RELEASE:**

**(Organization)** hosts Taproot Theatre Company’s Christmas Touring play *Shoemaker’s Christmas*!

Join in the fun when **(Organization)** hosts a performance of *Shoemaker’s Christmas*, a touring production from Taproot Theatre Company. The performance will be held at **(Location)** on **(Date)** at **(Time)**.

*Once upon a time, there was a gifted shoemaker and his wife. Hard times had hit their village and the generous shoemaker gave away his last pair of shoes to someone in need. Left with just a few scraps of leather, the couple goes to bed uncertain of their future. Overnight, as if by magic, their luck seems to turn when a mysterious pair of shoes appears on their counter. But if the shoemaker didn’t make the shoes, who did?* ***Adapted from Grimm’s fairytales, Shoemaker’s Christmas is a humbly comedic reminder that spreading kindness and generosity is worth more than gold.***Shoemaker’s Christmas *is written by Lorrie Fargo.*

For information on this performance of *Shoemaker’s Christmas*, contact **(Organization)** at **(Phone Number)** or visit **(Organization Website)**. For additional information on Taproot Theatre Company’s Touring productions, visit taproottheatre.org/touring, or contact Lindsey Long at 206.529.3669 or [touring@taproottheatre.org](mailto:touring@taproottheatre.org).

**About Taproot Theatre Company**

Taproot Theatre Company is a professional, nonprofit theatre company with a multi-faceted production program. Founded in 1976, Taproot Theatre serves the Pacific Northwest with Jewell Mainstage Productions, Isaac Studio Theatre Productions, Touring Productions and the Acting Studio. Taproot Theatre Company creates theatre experiences to brighten the spirit, engage the mind and deepen the understanding of the world around us while inspiring imagination, conversation and hope. Taproot Theatre’s Road Company has toured dynamic social-issue plays to over 1 million students throughout the Pacific Northwest since its inception in 1985.

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This 30 second radio PSA is for your organization’s use. We encourage you to send this PSA to your local media.

**30 SECOND RADIO PSA:**

*Shoemaker’s Christmas* at **(Organization)**.

Taproot Theatre’s touring production of *Shoemaker’s Christmas* at **(Organization)** on **(Date)** is perfect for audiences of all ages!

There once was a gifted shoemaker and his wife. Hard times hit their village and the shoemaker gave away his last pair of shoes to someone in need. Overnight, as if by magic, a new pair of shoes appears on their counter. But if the shoemaker didn’t make the shoes, who did?

For information call **(Organization)** at **(Organization Phone #)** or visit **(Organization Website)**.

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