



BARTER THEATRE

News Release

FOR IMMEDIATE RELEASE

April 26, 2017

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Barter Theatre

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“FOOTLOOSE: The Musical” Opens May 19 at Barter Theatre

ABINGDON, Va. April 26, 2017 – Barter Theatre presents “Footloose: The Musical” on Friday, May 19 through Saturday, August 12. This musical masterpiece is a cult-classic that will attract a crowd.

Zach Hughes, an East Tennessee State University student, expressed his excitement for the opening of “Footloose: The Musical.” “The simple fact that the Barter Theatre is featuring ‘Footloose: The Musical’ is so wonderful!” Hughes continued to explain how he attended many Barter Theatre plays in the past, but Footloose: The Musical would be his favorite production to date. “I haven’t even seen it yet, and I know it’s going to be the best one I’ve attended.”

Reflecting on his earliest introduction to the story, Hughes explained his love for the movie, “I remember watching Footloose for the first time. The music was amazing and the storyline of the film really captured my interest. The fact that one of my favorite movies is now a musical opening at my favorite theater is the best of both worlds and I couldn’t be more excited.”

“Footloose: The Musical” runs from May 19 to August 12 in the Gilliam Stage at Barter Theatre. In this stage adaptation of the original 1984 film written by Dean Pritchard, Ren McCormack and his family relocate to a town where rock music and dancing is illegal. A minister is responsible for the ban on dancing and rock music. McCormack and his classmates want to dispose of this rule because senior prom is approaching. McCormack decides to challenge the rule, and in turn, lifts the moods of the stifled residents of the town.

Featuring songs such as: “Footloose,” “Somebody’s Eyes,” “Holding Out for a Hero,” “Let’s Hear it for the Boy,” and “Almost Paradise,” “Footloose: The Musical,” is sure to provide an exhilarating experience for audience members. The “Footloose” soundtrack reached #1 on the Billboard charts, and with “Footloose: The Musical” featuring the famous songs from the original movie, patrons are in for a treat.

The Barter Theatre is an eclectic venue located in historic downtown Abingdon, VA. that opened its doors in 1933. During this time, the great depression was occurring, so Robert Porterfield, an actor, proposed the idea of bartering produce in return for admission to a play. Thus, the Barter Theatre was born.

To celebrate and remember the heritage of this unique theater, at least one time each year, the Barter Theatre accepts food bank donations as the price of admission. The dates of “Barter’s Day” can be found on the Barter Theatre Website.

Excitement and anticipation are increasing for the opening night of “Footloose: The Musical” on May 19. With classic musical favorites, and a storyline everyone will love, this musical will be enjoyed by many. See the stage adaptation of the film classic and experience the well-loved story like never before!

The Barter Theatre is a venue adored by many because of the history and heritage of the theatre. Orchestra seating tickets start at \$20 and range to \$52. Balcony seating tickets range from \$42 to \$52. Tickets are now available to purchase for “Footloose: The Musical” at BarterTheatre.com or by calling the Barter Theatre Box Office at 276-628-3991.



Business Feature

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Barter Theatre – History of this Unique Theatre & New Musical

Coming Soon

ABINGDON, Va. April 26, 2017 – Many know the Barter Theatre as a location to view amazing performances in an eclectic town. But not many know the history and story of how the theater began.

During the Great Depression, money was scarce. Robert Porterfield, a young actor from southwest Virginia, suggested a great idea, he recommended that bartering produce from farms and gardens in the area to serve as a ticket to view a play.

On June 10, 1933, the Barter Theatre opened, and the produce bartering system was extremely popular. Admission price was 40 cents or what monetary value in produce. Four out of five

theater attendees during the Great Depression paid their admission in produce. The concept of bartering for admission to a play caught on quickly and the theater seats were constantly filled. The Barter Theatre pays homage to their unique history until this day by accepting food bank donations as the expense of admission for at least one performance each year.

The Barter Theatre is located in beautiful downtown Abingdon, VA. where it features two stages for shows. The Gilliam Stage is a traditional style of theater, with orchestra and balcony seating for 506 audience members. The Barter Stage II is located across the street from the Gilliam Stage and provides a closer viewing experience for theater patrons. The Barter Stage II features stadium-style seating with the stage on ground level which provides a distinctive viewing experience.

Among the many plays the Barter Theatre produces each year, “Footloose: The Musical” is sure to draw a crowd. This long-time film favorite will now be featured as a play where patrons can experience the movie in real life. This classic story opens on May 19 at 8 p.m. and will have over 50 showings throughout the summer until the last showing on August 12 at 8 p.m.

“Footloose: The Musical” will appeal to theater patrons because the success and unparalleled popularity of the original film will translate over into the musical performance version. This musical showcases numerous Billboard chart topping songs that have become classics throughout the years.

The Barter Theatre is dedicated to furthering the education of young minds. To accomplish this goal, the Barter Theatre is involved in a variety of educational programs that enrich students’ lives in many ways. The Barter Theatre offers a youth academy which allows students of all ages opportunity to further master their performance skills. Working through the theater process from

audition to stage performance, Students experience a real theatrical scenario and in turn, are better prepared for their future endeavors.

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“Footloose: The Musical” Coming to Barter Theatre May 19

A cult classic film makes its way onto the stage for this live action remake

ABINGDON, Va. April 26, 2017 – Get ready to cut loose and kick off your Sunday shoes

because “Footloose: The Musical” is coming to the Barter Theatre May 19 at 8 p.m.

This classic story loved by many will become a reality this summer! Running until August 12, “Footloose: The Musical” is sure to sell out the 506 Gilliam stage seats.



Featuring numerous chart-topping songs such as “[Footloose](#),” “[Let’s Hear it for the Boy](#)” and “[Almost Paradise](#)” the audience is in for a real treat.

Tickets can be purchased [here](#) at the Barter Theatre website starting at \$20 and ranging to \$52.

An additional ticket purchasing option is to buy tickets to 3 shows for \$99. More information on ticket bundles and pricing can be found on the Barter Theatre website [here](#) or by calling 276-628-3991.

Leave a comment below telling us what part of “Footloose: The Musical” you are most excited to experience!

Leave comment

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FAST FACTS

Barter Theatre

- The Barter Theatre opened in 1933 and offered patrons the opportunity to pay for admission to a play with produce and livestock.
- The town jail was located directly beneath the stage but was later converted into actor's dressing rooms.
- The Barter Theatre building was also used as offices and a fire hall.
- "Footloose: The Musical" will feature numerous billboard chart topping songs.
- In 1948 the Barter Theatre won the Antoinette Perry "Tony" Award for Regional Theatre
- In 1946 the Barter Theatre is chosen as the State Theatre of Virginia; it was the first professional theater to have this status.
- The Barter Theatre has a Virginia State Historic Marker

"Footloose: The Musical"

- The Barter Theatre will show "Footloose: The Musical" for the first time ever
- "Footloose: The Musical" will open on May 19 and run until August 12

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Dear Editor,

Enclosed in this letter, you will find a news release, business feature, social media release and a fact sheet all featuring and promoting the Barter Theatre and “Footloose: The Musical.” Through promotion in your publication, we can advance the awareness and attendance of this fan-favorite story.

Audiences will love the stage adaptation of this classic film. Beloved songs such as “Footloose,” “Let’s Hear it for the Boy,” “Somebody’s Eyes,” “Almost Paradise,” and “Holding out for a Hero” will keep audiences entertained and make them want to cut loose and kick off their Sunday shoes! The story within this musical is also extremely family friendly, so “Footloose: The Musical” will fill all 506 seats in the Barter Theatre’s Gilliam Stage.

With your expert promotion abilities, we can further the success of the summer showing of “Footloose: The Musical.” The film “Footloose” is a classic movie loved by many, and the live musical adaptation is sure to generate the same success. “Footloose: The Musical” will open on May 19 at 8 p.m. and run over 50 times throughout the summer until August 12 at 8 p.m. With over 160,000 visitors every year, the Barter Theatre is an ideal venue for an iconic story such as this classic 1980’s favorite.

Tickets for “Footloose: The Musical” start at \$20 and range to \$52, this price range allows for an affordable and unforgettable night of music and fun!

On behalf of the Barter Theatre, I would like to thank you for your interest and patronage of “Footloose: The Musical.” Please inform me of your decision regarding promoting “Footloose: The Musical” in your publication. If you choose to feature the Barter Theatre and its latest hit production, we will feature your work in our lovely venue.

For any comments, questions or concerns, please contact me at crockettchelsi@bartertheatre.com

Thank you,

Chelsi Crockett