

Contact: Noreen Heron/Lianne Wiker
IMMEDIATE RELEASE

FOR

Noreen Heron & Associates

nheron@heronpr.com; lwiker@heronpr.com

773.969.5200

Anthony and Joseph Tomaska, Executive Producers



ANNOUNCES ITS SPECTACULAR 2015 SEASON

Unique dinner theater will feature PINKALICIOUS, RING OF FIRE, THE LITTLE MERMAID, LOMBARDI, A CHRISTMAS CAROL: THE MUSICAL, and THE NUTCRACKER

Wisconsin Dells, Wisc. – The **Palace Theater**, Wisconsin Dells’ newest professional theater, 564 Wisconsin Dells Pkwy South, has announced its exciting new season full of critically acclaimed shows for the whole family. The adorable musical based on the children’s book **PINKALICIOUS** opens March 14, and runs through April 12, then makes an encore run from June 13 through August 29. The toe-tapping musical celebrating the soul-stirring music of Johnny Cash **RING OF FIRE** previews March 26, opens March 27 and runs through May 3. The blockbuster animated Disney classic comes to life when **THE LITTLE MERMAID** previews May 20 and 21, opens May 22, and runs through September 6. The inspiring story of one of the most legendary coaches in NFL history is celebrated in **LOMBARDI**, opening September 25, and running through November 1. The Charles Dickens holiday classic comes to the musical stage in **A CHRISTMAS CAROL: THE MUSICAL**, opening November 13, and running through December 27. Rounding off the holiday season, a magical production of the beloved Christmas classic **THE NUTCRACKER** opens December 5, and runs through December 27.

The delightful story of **PINKALICIOUS**, based on the popular children’s book by Elizabeth Kann and Victoria Kann, is perfect for the entire family. **PINKALICIOUS** features music, lyrics and orchestrations by Frederick Loewe Award winner John Gregor and opens March 14, and runs through April 12 before re-opening June 13 and running through August 29. Pinkalicious’ pink cupcake indulgence lands her at the doctor’s office with “Pinkitis,” an affliction that turns her pink from head to toe – a dream come true for this pink loving enthusiast. But when her hue goes too far, only Pinkalicious can figure out a way to get out of this predicament. Performance time is 1 hour and the show is appropriate for children between 2 and 10 years old. Tickets are \$19.95 per person and includes a cupcake and carton of milk to add a special treat for audiences of all ages.

RING OF FIRE guides audiences on a journey through legendary singer Johnny Cash's storied life and celebrated music, from the cotton fields of Arkansas to the Grand Ole Opry. **RING OF FIRE** previews March 26, opens March 27 and runs through May 3. The show was created by Richard Maltby, Jr. and conceived by William Meade with orchestrations by Steven Bishop and Jeff Lisenby. This version is a re-imagining of the original Broadway production, more intimate, but with a full musical soundscape. More than 35 of Cash's hit songs including "I Walk the Line", "A Boy Named Sue," "Folsom Prison Blues" and the title tune, paint a musical portrait of The Man in Black that promises to be a crowd-pleasing salute to the uniquely American Legend.

Based on the animated Disney classic, **THE LITTLE MERMAID** previews May 20 and 21, opens May 22, and runs through September 6. Based on the Hans Christian Andersen story of the same name with music by Alan Menken and lyrics by Howard Ashman, the theater adaptation of the blockbuster film tells the story of Ariel, an adventurous young mermaid who doesn't always follow the rules, but follows her heart on a wonderful adventure above and below the high seas. Ariel's fascination with the human world often leads her to the "off-limits" sea surface, where she witnesses a shipwreck and rescues Prince Eric, with whom she falls deeply in love. Furious at her father, King Triton's, inability to understand her love for the prince, Ariel runs away and strikes a deal with the evil witch Ursula to experience the life she dreams of on land. With catchy tunes like "Part of Your World" and "Under the Sea," **THE LITTLE MERMAID** will enchant audiences with its breathtaking sets and dazzling costumes.

Just in time for NFL kickoff, the legendary and inspiring story of the football coach who many would say is one of the greatest in NFL history is celebrated in **LOMBARDI**, opening September 25, and running through November 1. Based on the best-selling biography *When Pride Still Mattered: A Life of Vince Lombardi* by Pulitzer Prize winner David Maraniss, **LOMBARDI** is written by Academy Award winner Eric Simonson. Set in 1965, **LOMBARDI** brings coaching icon Vince Lombardi to life on stage and chronicles the story of not only the Green Bay Packers coaching legend, but the man behind the Super Bowl trophy named in his honor as he creates one of the greatest teams in NFL history. Audiences are riveted as **LOMBARDI** rises to coaching greatness with an unprecedented desire to be a champion, perfectionist tenacity, and unmatched ability to inspire his players while demonstrating life lessons learned both on and off the gridiron.

The musical adaptation of the Charles Dickens classic **A CHRISTMAS CAROL: THE MUSICAL** takes the stage just in time for the holidays, opening November 13, and running through December 27. *The New York Times* hailed **A CHRISTMAS CAROL: THE MUSICAL** as "Enduring and endearing holiday entertainment!" and *The Washington Post* raves it is "Infectiously jolly!" Set in Victorian-era London, **A CHRISTMAS CAROL: THE MUSICAL** tells the story of Ebenezer Scrooge, a miserly old man who receives a Christmas Eve visit from the ghost of his old business partner, Jacob Marley, warning him to mend his ways. During the night, three spirits appear before Scrooge showing him visions of Christmas Past, Christmas Present, and Christmas Future to reveal the results of his selfish life. As a result of the ghostly visits Scrooge is transformed and promises to redeem himself and honor the spirit of Christmas with all his heart.

Rounding out the 2015 season, audiences can experience childlike Christmas wonder in the magical adaptation of the classic **THE NUTCRACKER**, opening December 5, and running through December 27. The theater version of the iconic Tchaikovsky ballet follows Marie and Fritz, each given a special present from their mysterious uncle Drosselmeyer. The story chronicles Marie's unforgettable dream as her gift, a Nutcracker Prince, comes to life and races through a dazzling land of sweets, accompanied along the way by a magical cast of characters, to get the Nutcracker's crown back from the Evil Mouse King. **THE NUTCRACKER** is sure to ignite the holiday spirit in audiences of all ages.

The **Palace Theater** is a state-of-the-art, 800-seat, regional theater destination, producing classic American musicals in a style and quality consistent with that of Broadway. In 2015 and 2016 The Palace will also present nationally known bands and comedians for concert engagements. The **Palace Theater** produces seven family-friendly, classic musical revivals annually, while serving a sumptuous meal included in the ticket price.

With an ideal location across the street from the Wilderness Hotel and Golf Resort, the country's largest waterpark resort, the **Palace Theater** is likely to become a major cultural and tourism attraction for the Dells' 5 million annual visitors. The community of Wisconsin Dells is predominantly comprised of the City of Wisconsin Dells and the Village of Lake Delton. Its roots as a tourism community date back more than 150 years when the first visitors came for scenic tours of the Wisconsin River with towering sandstone cliffs hugging its shores. Today, Wisconsin Dells is widely recognized as "The Waterpark Capital of the World!®"

Tickets for shows at the **Palace Theater** typically start at \$29.95, including dinner. Group rates are available for groups of 15 or more. Please call 608-253-9000 for Groups Sales. To reserve tickets, please call the **Palace Theater Box Office** at 608-253-4000 or visit www.dellspalace.com for more information.

###

Noreen Heron
Noreen Heron & Associates

1528 W. Fullerton Avenue

Chicago, IL 60614

773.969.5201 (P)

773.477.7388 (F)

www.heronpr.com

2014 PR News Agency Elite Award Winner

