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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

June 30, 2015

RE: Rogers Little Theater is now Arkansas Public Theatre

ROGERS, AR—The Rogers Little Theater Boards of Directors and Producers announced a rebranding initiative that includes changing the name of the organization to Arkansas Public Theatre, Tuesday, June 30, at the historic Victory Theater in downtown Rogers.

The Creative Management Committee, Board of Directors and Board of Producers decided it was time Rogers Little Theater choose a moniker that truly speaks to the inclusiveness and strength in a well-populated landscape of nonprofits - the importance of a community theater's transformative role in the lives of those who share in its experience.

In a nod to the past and beautiful location in which Arkansas Public Theatre resides the APT identity will include – *At the Victory*. APT is honored to have the continued support of our community, the City of Rogers and Mayor Greg Hines as we continue to grow and expand our audience and donor base – that support allows APT to continue to bring the arts to all ages.

Now going into our 30th year, APT is Arkansas' Public Theater, producing classic, cutting edge, and fresh from Broadway plays, musicals and special events at the historic Victory Theater in downtown Rogers. Annually, more than 700 volunteers--including over 150 performers—have propelled APT to be recognized as one of the three Top Live Theater's—among the area's two professional live theaters—the past four years in Northwest Arkansas by regional readers' polls including *CitiScapes Magazine*, *Celebrate Magazine* and NWA Media (2011, 2012, 2013, 2014). APT is the only all-volunteer community theater in Northwest Arkansas. Over 20,000 audience members attended our productions during the past two seasons. With a large subscription base and funding support from some of the area's most prominent businesses, foundations and community groups, Arkansas Public Theatre continues to be a vibrant part of the region.

Arkansas Public Theatre is a 501(c)(3) tax-exempt organization.

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