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***RUDOLPH THE RED-NOSED REINDEER™: THE MUSICAL* TO PERFORM DECEMBER 11 AS IU AUDITORIUM'S ANNUAL "KIDS NIGHT ON BROADWAY" PERFORMANCE**

WHAT: Rudolph the Red-Nosed Reindeer: The Musical

WHEN: Friday, December 11, 7:30 p.m.

WHERE: IU Auditorium

TICKETS: \$16-\$36 for Children and IU Bloomington students with a valid ID, and \$24-\$44 for general public, on sale now. Individual tickets may be purchased online at IUauditorium.com, in person at the IU Auditorium Box Office, as well as through Ticketmaster.com, all Ticketmaster outlets, or charge by phone at 800-745-3000. The IU Auditorium Box Office is open Monday through Friday, 10 a.m. to 5 p.m.

FOR IMMEDIATE RELEASE

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BLOOMINGTON, Ind. – Rudolph soars from screen to stage in the family-friendly adaptation of one of the highest rated Christmas special of all time: *Rudolph The Red-Nosed Reindeer: The Musical*—coming to IU Auditorium December 11 at 7:30 p.m. as IU Auditorium's annual Kids Night on Broadway performance.

In 1964, the beloved stop-motion animated television classic, *Rudolph the Red-Nosed Reindeer*, made its network television debut. 50 years later, this longest running and highest rated television special comes to life, live on stage, in *Rudolph the Red-Nosed Reindeer: The Musical*—featuring the world's most famous reindeer and a holly jolly cast of iconic characters, including Hermey the Elf, Yukon Cornelius, and the Abominable Snow Monster, as they help Santa save Christmas.

The story tells the tale of a young Rudolph who, because of the appearance of his bright, shining nose, is ousted from the reindeer games in Christmas-town. He flees town, meets up with new friends Hermey and Yukon, and a series of adventures ensue—including a visit to The Island of Misfit Toys. Rudolph

journeys home, where a snowstorm of epic proportions is threatening Christmas. Can Rudolph save his family and friends and help Santa save the holiday?

Rudolph the Red-Nosed Reindeer: The Musical is incredibly faithful to the original show, and seeks to transport audience members right into the television special they remember. The songs drive the plot, while familiar and nostalgic set designs, costumes, and characters fill out this larger-than-life production. The cast brings new energy to the classic songs and dialogue, while puppets help showcase and evoke the charm of the television special's stop-motion effects.

Rudolph the Red-Nosed Reindeer: The Musical is collaborating with the #ShineBright social media campaign which is a celebration of uniqueness that will be championed by PACER's National Bullying Prevention Center. Workshops, lesson plans, and special performances will use the story as a platform for teaching important lessons about diversity and tolerance. To learn more about PACER's anti-bullying efforts, visit www.pacer.org/bullying.

As the Auditorium's Kids Night on Broadway performance, this presentation of *Red-Nosed Reindeer: The Musical* will be preceded by an array of family-friendly games and activities. Starting one hour before show time, kids of all ages will have the opportunity to participate in *Rudolph the Red-Nosed Reindeer*-themed fun, including Create-Your-Own Misfit Toys, What Makes You Unique Snowflakes, The Abominable Snow Monster's Snowball Toss, and more. Children are encouraged to dress as their favorite character or even come to the Auditorium in their pajamas. Open exclusively *Rudolph the Red-Nosed Reindeer: The Musical* ticketholders, all activities are complimentary with show admission.

IU Auditorium will also be acting as a Toys for Tots donation location, and encourages patrons to bring their new toy donations with them to the performance.

"The story of *Rudolph* is timeless, and the television special is truly a hallmark of the holiday season," said IU Auditorium Director Doug Booher. "This charming and heartfelt live production takes the *Rudolph* experience to a whole new level. Plus, the message of love and acceptance, regardless of our differences, is something that resonates in all of us. What a wonderful way to share this message with your family and friends—just in time for the holidays."

For more information on *Rudolph the Red-Nosed Reindeer: The Musical* and the rest of the 2014–2015 season, visit IUauditorium.com. The website features video clips and a selection of songs from this season's performances, in addition to a direct link to the IU Auditorium Facebook and Twitter pages, whose members receive exclusive benefits throughout the year.

Rudolph the Red-Nosed Reindeer: The Musical at IU Auditorium is sponsored by Riley Physicians at IU Health and IU Credit Union. IU Auditorium's 2014–2015 season is presented by Curry Auto Center, B97 Radio, *The Herald-Times*, IU Document Service Centers, and French Lick Resort.

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