

FOR IMMEDIATE RELEASE

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Note: Photos available at <http://mccallumtheatre.com/index.php/media>

**McCALLUM THEATRE TO HOST
EIGHTH ANNUAL FAMILY FUN DAY
THE PANTO COMPANY USA'S RUMPELSTILTSKIN
WILL DELIGHT CHILDREN OF ALL AGES!**

Palm Desert, CA – The McCallum Theatre will kick off its 2019-2020 season with the *Eighth Annual McCallum Theatre Family Fun Day* set for Saturday, October 12, 2019 featuring a performance of the critically-acclaimed The Panto Company USA's production of *Rumpelstiltskin*. Proceeds from this special annual event will support theatre operations including McCallum Theatre Education, the Theatre's award-winning arts education program that provides arts training to 40,000 students and educators annually at no cost to them, serving 70% of Coachella Valley classrooms. The Presenting Sponsors of *Family Fun Day* are The H.N. and Frances C. Berger Foundation and The City of Palm Desert.

"This has become such a great community tradition at the Theatre," said McCallum President & CEO Mitch Gershenfeld. "The last seven years we had sell-out audiences and we anticipate a similar response this year as we continue to bring top quality performances and educational experiences to the Coachella Valley community. It's simply a wonderful day for the entire family, with great outdoor activities, special surprises, and a performance on the McCallum stage that will charm both children and children-at-heart. You will really want to purchase your tickets early because *Family Fun Day* at the McCallum has become one of those can't miss events in the Valley each fall."

Family Fun Day at the McCallum begins at a new time this year, 3:00pm on Saturday, October 12th, with a dazzling performance of *Rumpelstiltskin* by The Panto Company USA. Bringing a 200 year-old British tradition to Palm Desert – The Panto – *Rumpelstiltskin* is participatory theater that's fun for all ages. The story of Rumpelstiltskin is told in a way you've not seen on stage before as The Panto Company USA spins this classic tale into a golden show full of humor, clap along songs and loads of audience participation.

Immediately following the performance, audiences will be welcomed into the Theatre's plaza for food trucks, live music, an interactive photo booth, face painting, animals and activities from our friends at The Living Desert and Children's Discovery Museum, and more. Each performance ticket includes admission and a complimentary meal, plus activities following the show.

Ticket prices for *Family Fun Day* are \$25, \$15 and \$10 and are available online at www.mccallumtheatre.com; at McCallum Box Office, 73000 Fred Waring Drive, Palm Desert, CA, or by phone at (760) 340-ARTS (2787).

Sponsorships for this event are available starting at \$250. For sponsorship information, contact Brenda Wallace at bwallace@mccallum-theatre.org by phone at (760) 776-6193.

Media sponsors for *Family Fun Day* are News Channel 3, KPSP Local 2, T15 Telemundo and La Poderosa.

*The McCallum Theatre Box Office, its phone center and website, are the **only** authorized outlets for tickets to performances presented at the Theatre. Tickets purchased from any other sources, such as brokers or secondary market websites, are purchased at consumer's own risk and cannot be guaranteed as valid.*

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