

June 5, 2011

Dear Public Affairs director,

On behalf of the Shady Shakespeare Theatre Company, I'm submitting for your consideration ready-to-read public service announcements (in 10", 15", 20", 30", and 60" lengths) for our 2011 summer season of outdoor performances.

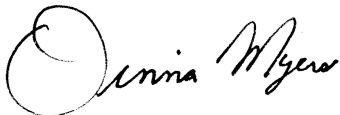
Here's a summary of the information in the PSAs:

- This year's plays are *Henry V* and *A Midsummer Night's Dream*, running in repertory.
- The season runs from July 29 to September 4, with performances on Thursday through Sunday evenings. All shows begin at 7:00 p.m.
- Performances are on the outdoor stage at Sanborn-Skyline County Park, 16055 Sanborn Road, Saratoga, California. The parking fee at Sanborn is \$6.00 per vehicle.
- Tickets are \$10 for general admission and \$15 for premium seating. Youth 17 and under are free with an adult. Up to six children may attend free with each adult ticket.
- Seating is provided, but blankets and low-backed chairs are also welcome.
- Snacks and beverages (including wine) are available, and picnickers are welcome.
- For more information, visit our website at www.shadyshakes.org, email info@shadyshakes.org, or call xxx-xxx-xxxx.

Shady Shakespeare Theatre Company (SSTC) is an all-volunteer 501(c)3 nonprofit organization that has been providing public performances of William Shakespeare's works to communities of the Peninsula and South Bay since 1999. SSTC believes in the power of Shakespeare and other classic authors to speak to modern audiences, and strives to create productions that are as enjoyable, moving, enlightening, and accessible today as they were when the plays were written.

Thank you for considering our PSAs.

Yours truly,



Dinna Myers
Managing Director

Shady Shakespeare Theatre Company 2011 summer season PSAs

10"

Enjoy Shakespeare under the stars at Sanborn-Skyline park in Saratoga this summer. Visit the Shady Shakespeare website at shadyshakes.org for more information.

15"

Enjoy *Henry V* and *A Midsummer Night's Dream* under the stars in Saratoga this summer. Performances run through Labor Day weekend at Sanborn-Skyline park. Visit the Shady Shakespeare website at shadyshakes.org for more information.

20"

Shakespeare under the stars returns to Saratoga this summer. Enjoy *Henry V* and *A Midsummer Night's Dream* at Sanborn-Skyline park from July 29 to September 4. Kids 17 and under are free. For more information, visit the Shady Shakespeare website at shadyshakes.org.

30"

Enjoy Shakespeare under the stars this summer with two plays by the Shady Shakespeare Theatre Company. The season begins on July 29 with *Henry V*, a compelling account of the young king's early days on the throne of England. August 5 is opening night for the Bard's best-loved comedy, *A Midsummer Night's Dream*. Performances run through Labor Day weekend at Sanborn-Skyline park in Saratoga. Kids 17 and under are free. For more information, visit the Shady Shakespeare website at shadyshakes.org.

60"

Enjoy Shakespeare under the stars with the Shady Shakespeare Theatre Company. The season runs July 29 through Labor Day weekend at Sanborn-Skyline park in Saratoga—and kids up to 17 are free. First up is *Henry V*, a compelling account of the young king's early days on the throne. The French have seized English lands in Normandy and sent Henry a box of tennis balls to pass his time. But the playboy prince has become a no-nonsense monarch who leads his troops into battle to regain the lands. Then starting August 5, see *A Midsummer Night's Dream* in a perfect setting: among the redwoods under a blanket of stars. In ancient Athens, a daughter rebelling against an arranged marriage flees into the forest, where humans and fairies alike get caught up by jealousies, mistaken identities, and magic potions. Join us for an imaginative and colorful take on the Bard's best-loved comedy. For complete information, visit the Shady Shakespeare website at shadyshakes.org.

Note: "Henry V" is said as "Henry the Fifth."