



For Immediate Release

November 16, 2016

Contact: Kathy Summerlin
Pensacola Saenger Theatre
850-595-3882 office
850-207-7944 cell

WINNER OF 8 TONY® AWARDS, INCLUDING BEST MUSICAL



Based on the 2007 Academy Award-winning film

COMES TO THE SAENGER THEATRE ON MARCH 1, 2017

PENSACOLA, Fla. – **ONCE**, winner of eight 2012 Tony® Awards including Best Musical and winner of the 2013 Grammy Award for Best Musical Theater Album, will play the Saenger Theatre for one night only on Wed., Mar. 1, 2017 at 7:30 p.m. Tickets for **ONCE** are \$73.00 and \$53.00 (plus applicable service charge) and go on sale to the public on Fri., Nov. 18, 2016 at 12:00 p.m. at the Saenger Theatre, charge by phone by calling 800-745-3000 or online at ticketmaster.com

ONCE, which was also named Best Musical by the New York Drama Critics' Circle, Drama Desk, Drama League, Outer Critics Circle and Lucille Lortel Awards, ran for more than 1,100 performances on Broadway with acclaimed international productions from London and Melbourne to Japan and South Korea.

The Oscar winning independent Irish film, **ONCE** was made for \$150,000. Shot in 17 days, it went on to gross \$20M worldwide becoming a critically acclaimed international smash. It stars Glen Hansard, from the popular Irish Rock band *The Frames*, and Markéta Irglová. Glen and Markéta won the 2007 Academy Award for Best Original song for "Falling Slowly," the Los Angeles Film Critics Award for Best Music, and the soundtrack was nominated for two Grammy Awards.

EVENT DETAILS AT A GLANCE:

Who: ONCE, The Musical

When: Wednesday, March 1, 2017 at 7:30 p.m.

On Sale: Friday, November 18, 2016 at 12:00 p.m.

Ticket Prices: \$73.00 and \$53.00 plus applicable service charge

About Saenger Theatre: The Saenger Theatre is the premier entertainment venue located in downtown Pensacola. The Theatre is home to the Broadway in Pensacola and hosts a variety of events including symphony, opera, ballet, touring concerts, family shows and community events. The Saenger Theatre is owned by the City of Pensacola and professionally managed by SMG, the world leader in venue management, marketing and development.

About SMG: Founded in 1977, SMG provides management services to more than 240 public assembly facilities including convention and exhibition centers, arenas, stadiums, theatres, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 15 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome. SMG also offers food and beverage operations through its concessions and catering company SAVOR, currently serving more than 140 accounts worldwide. For more information, visit www.smgworld.com.

###