



For Immediate Release

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**RUDOLPH MUSICAL SOARS INTO PENSACOLA’S SAENGER
THEATRE THIS HOLIDAY SEASON**

*Family-Friendly Stage Adaptation of CBS’ Highest Rated Christmas Special of All Time Returns
with Three North American Tours*

PENSACOLA, Fla. – Rudolph and friends will visit Pensacola’s Saenger Theatre on Monday, December 19, 2016 at 7:30 p.m.. Tickets are \$68.00 and \$48.00 (plus applicable service charge) and go on sale to the public on Friday November 18 at 12 p.m. at the Saenger Theatre Box Office, charge by phone by calling 800-745-3000 or online at ticketmaster.com.

In 1964, the beloved stop-motion animated television classic, *Rudolph the Red-Nosed Reindeer*, made its network television debut delighting audiences across the country. Today it was announced the “most famous reindeer of all” from the longest running and highest rated television special will return live on stage with **Rudolph the Red-Nosed Reindeer: The Musical** (www.rudolphthemusical.com). Back by popular demand following last year’s critically acclaimed and hugely successful inaugural tour, 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 will help Santa save Christmas during three North American tours visiting 50 cities this holiday season.

“Because our inaugural run was so popular, we will have three tours this year in an effort to bring Rudolph and his friends to even more families and young theatregoers across North America,” says Producing Partner Jonathan Flom.

Rudolph the Red-Nosed Reindeer: The Musical practically transports audience members into the television special as songs drive the plot while familiar and nostalgic set design with projections, costumes and characters are brought to stage. The cast brings new energy to the classic songs and dialogue, while irresistible and loveable puppets help showcase the charming “roughness” from the television show’s stop-motion effects. “We address all of the familiar story elements from the television special with a talented cast and puppeteers who help recreate the magic on stage,” says Producing Partner Bob Penola.

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 funny and endearing 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?

The production will expand on its campaign benefiting PACER's National Bullying Prevention Center that launched in conjunction with the tour last year (more details will be announced).

Rudolph the Red-Nosed Reindeer: The Musical is produced by Iconic Entertainment Studios, Right Angle Entertainment and Wishing Star Productions.

For more information, visit www.rudolphthemusical.com.

EVENT DETAILS AT A GLANCE:

Who: Rudolph The Red-Nosed Reindeer The Musical

When: Monday, December 19, 2016 at 7:30 p.m.

On Sale: Friday, November 18, 2016 at 10:00 a.m.

Ticket Prices: \$68.00 and \$48.00 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.

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