



## Miss Saigon – SEASON EXTENDED

Press Release: for release Wednesday 16 September 2009

The heat has really been on at the TSB Showplace box office, with tickets for New Plymouth Operatic's production *Miss Saigon* selling so quickly, that the season has had to be extended by a week to cope with strong public demand.

"Today we have extended the season for an additional 5 performances through until Saturday 24 October" says New Plymouth Operatic President, Kevin Landrigan.

"We have been astonished at how well the show has been selling so far" adds Mr Landrigan. "Initially when we announced *Miss Saigon* we only had a 10 day season. We were unsure how the show would sell given the current economic recession and with the Arts Festival in August," Mr Landrigan commented. However ever since tickets for *Miss Saigon* went on sale in April, ticket sales have been rocketing along. Seats for the Saturday evening performances have been in particular demand "We have had gallery seating on sale for the Saturday nights for the past few weeks because the bottom two levels were already heavily booked on those nights" Mr Landrigan said.

However, perhaps a reason for the strong pre-Opening demand has been the exceptional promotion running in conjunction with the show. "Our sponsors have really come to the party on this one" said Mr Landrigan "Stars Travel and The Quality Hotel Plymouth International have been huge in their support for us. They have contributed a holiday for 2 to Saigon City in Vietnam, for which anyone who buys their tickets before Opening Night goes in the draw to win".

"The Buzz around New Plymouth about the show has been huge' added Mr Landrigan. "Lots of local businesses have got in behind us. Arborio have got a great pre-show dinner deal going for people who wish to dine pre show. And don't miss out on getting your Vietnamese Sunrise Cocktail at the TSB Showplace before the show or at half time – they taste great!!!!"

However, just because *Miss Saigon* is a Broadway blockbuster, doesn't mean tickets are at Broadway prices. "We have implemented a graded ticket pricing system for this show, which is another first for us at Operatic, it's the first time we are aware of in the Society's 57 year history that we have graded ticket prices" added Mr Landrigan. "By doing this it has allowed us to keep the show affordable for every person in Taranaki to experience what is shaping up to one of be the best shows Operatic has produced".

*Miss Saigon* opens at the TSB Showplace on October 8.

Ends.



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