



## NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### JEAN SHEPARD'S *A CHRISTMAS STORY* COMES TO LIFE AT ATLANTIC STAGE

*Opening Night Performance: Benefit for North Strand Helping Hand with Reception courtesy of Sam's Club*

(Myrtle Beach, S.C., November 15, 2011) - Atlantic Stage, the only non-profit, professional theatre in the Myrtle Beach area follows its sellout production of *Boeing-Boeing* with the stage play adaptation of the perennial Christmas film, *A Christmas Story*. Performed at the 79<sup>th</sup> Avenue Theatre in the Coastal Carolina University Myrtle Beach Education Center, 900 79th Ave N, Myrtle Beach, S.C. 29572, the comedy will hold a preview performance on Thursday, December 1, open on Friday, December 2 and run through Sunday, December 18.

Created in 1983 by humorist Jean Shepard and adapted in 2000 for the stage by Philip Grecian, this humorous memoir of growing up in the Midwest of the 1940s follows nine-year-old Ralpie in his quest to get a genuine Red Ryder BB gun under the tree for Christmas. The consistent response, "You'll shoot your eye out". The play includes recognizable scenes and characters from the beloved motion picture. This play is recommended for all ages.

*A Christmas Story* is directed by Atlantic Stage's founding company member Mindi Penn. The cast features professional, Equity actors Monica Wyche and Thom Penn as Mr. and Mrs. Parker and introduces Artistic Associates Matt McCormick as the Narrator and Katie Smith as Miss Shields. The production features nine local child actors led by little Ralpie played by Cormac Conahan.

The complete performance schedule is as follows:

Thursday, December 1 @ 7:30 p.m. (Preview Night, Media are invited to attend)  
Friday, December 2 @ 7:30 p.m. (Opening Night\*\*)

\*\*All ticket proceeds donated to North Strand Helping Hand

**Week 1:** Thursday, December 1 – Saturday, December 3 @ 7:30 p.m. & Sunday, Dec 4 3:00 p.m.

**Week 2:** Thursday, December 8 – Saturday, December 10 @ 7:30 p.m. & Sunday, Dec 11 3:00 p.m.

**Week 3:** Thursday, December 15 – Saturday, December 17 @ 7:30 p.m. & Sunday, Dec 18 3:00 p.m.

All ticket proceeds from the opening night of *A Christmas Story* will benefit North Strand Helping Hand and a post-show reception will be sponsored by the Myrtle Beach Sam's Club. North Strand Helping Hand is a United Way of Horry County agency that serves as an emergency aid organization, which responds to the needs of the less fortunate and homeless in our community. They provide assistance with the essentials of life: food, prescription drugs, bus tickets, utility bills, used clothing and furniture.

"North Strand Helping Hand is extremely honored to partner with Atlantic Stage during this most beautiful time of year. Many of our neighbors need a helping hand over the holidays and this partnership will help us to fulfill many of those needs. We hope many people will come out and enjoy the show and support a great cause as well," said Margaret Owens, Executive Director of NMBHH.

For the three weeks the show is in performance, Atlantic Stage will be a collection site for needed items as outlined at [http://www.northstrandhelpinghand.org/Donations\\_Needed\\_8OW9.html](http://www.northstrandhelpinghand.org/Donations_Needed_8OW9.html). Donors may bring items by for drop off during normal business hours or when attending a performance. Address is the CCU Myrtle Beach Education Center, 900 79<sup>th</sup> Avenue North in Myrtle Beach, adjacent to 17 Bypass.

New patrons and subscribers can purchase the new Flex Subscription or single tickets by calling the Atlantic Stage box office at 1-877-287-8587 or online at [www.atlanticstage.com](http://www.atlanticstage.com).

Single tickets range from \$5-\$25 at the door. Discounts are available for students, seniors (55+), the military and groups.

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**Photo Attached: "The Triple-Dog-Dare" (A higher resolution copy of this photo is also available.)**

L2R: Foster Russell, Cormac Conahan, Michael McCaffrey, Mario Russo

Cast list and bio information available upon request.

Working members of the press are invited to all preview nights and may contact Kimberly Miles at [Kimberly.Miles2@gmail.com](mailto:Kimberly.Miles2@gmail.com) to reserve tickets.

### **About Atlantic Stage**

In partnership with Coastal Carolina University, Atlantic Stage is the first and only professional non-profit theatre company in the Myrtle Beach area. Atlantic Stage was formed in August 2008 and is comprised of professional directors and designers, as well as professional actors and stage managers who are members of the Actors Equity Association. Atlantic Stage is committed to bringing the Myrtle Beach area the best in Broadway, Off-Broadway and new plays from regional theatre across the United States. Atlantic Stage is a not-for-profit theatre and is funded through ticket sales, private donations, and in kind donations from Coastal Carolina University, the Department of Theatre and individuals. For more information, visit [www.atlanticstage.com](http://www.atlanticstage.com).

The website was designed by graphic design artist Daryl Fazio of [www.DarylFazio.com](http://www.DarylFazio.com) and purposed to be both an easy to navigate informational tool as well as a hands-on space where visitors can book tickets, become a subscriber or learn about latest events. WBTW News 13 is the official media partner for the 2011-12 season.