



PRESS RELEASE

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THE UK'S NATIONAL THEATRE LAUNCHES *NT LIVE* A SERIES OF FOUR LIVE PLAYS IN HIGH-DEFINITION TO PERFORMING ARTS CENTERS WORLDWIDE, SUPPORTED BY TRAVELEX

The series to premiere with *PHÈDRE*
starring Helen Mirren, Dominic Cooper and Margaret Tyzack
at the historic Capitol Theatre in the Cleveland Street District in Downtown
Clearwater on Friday, July 10 at 8 pm and Saturday, July 11 at 2 pm.

Tickets go on sale Friday, June 19 at noon

June 17, 2009, Clearwater, FL – The pilot season of *NT Live*, the new initiative by the UK's National Theatre to broadcast live performances of plays onto cinema screens around the world, launches Thursday, June 25 with NT Director Nicholas Hytner's production of *PHÈDRE* by Jean Racine, in a version by Ted Hughes, with Helen Mirren in the title role. The cast also includes Dominic Cooper and Margaret Tyzack. Captured live, the stage performance will replay with a premiere in high-definition within 30 days at the historic Capitol Theatre in the Cleveland Street District in Downtown Clearwater on Friday, July 10 at 8 pm and Saturday, July 11 at 2 pm. Tickets for both performances go on sale Friday, June 19 at 12 noon and will only be available at the Ruth Eckerd Hall Ticket Office.

Of her performance in *PHÈDRE* to be sent via satellite to movie theatres, Helen Mirren says, "I am very happy to have the opportunity to play Phèdre - a rich, complex and demanding role - and to be part of *NT Live*, this grand new adventure for the National Theatre."

NT Live performances will be filmed live at the National Theatre in high definition and broadcast via satellite to performing arts centers around the world. "The *NT Live* events are designed to bring what we do on the stages of the National to a far greater number of people than we would ever be able to reach otherwise," says Nicholas Hytner. "Through high definition broadcasts, we have the technology at our disposal to present our productions beyond the four walls of the National, to reach passionate theatre-goers all over the world, and to do it really well."

"We're very excited to bring this international performance to our local audience without the expense of an airline ticket," said Ruth Eckerd Hall President and CEO Robert Freedman.

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Lloyd Dorfman, Chairman of Travelex, says: "NT Live is a major innovation in theatre. We're enormously proud to be part of it – the result of a seven year partnership with the National Theatre, one of the world's most respected theatres. Day-to-day, Travelex is committed to helping connect people and businesses across the globe. We really hope that this initiative makes world class theatre accessible for those connected by a love of the stage on a truly worldwide scale."

Tickets priced at \$20.00 will ONLY be available at the Ruth Eckerd Hall Ticket Office located at 1111 McMullen Booth Road in Clearwater, by calling 727.791.7400 or by logging onto www.rutheckerdhall.com. The Ruth Eckerd Hall Ticket Office is open Monday through Saturday, from noon to 6 pm.

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