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**ASOLO REPERTORY THEATRE EXPANDS SARASOTA CULTURE COLLECTIVE  
FOR 2012-2013 SEASON**

**Sarasota Orchestra Joins Collective; The Coffee Loft Signs On to Become  
New Community Promotional Partner**

**(SARASOTA, October 25, 2012)** — Asolo Repertory Theatre today unveiled exciting changes to the Culture Collective for 2012-2013, the membership program that offers Sarasota and Manatee residents under age 40 deep discounts on local performing arts and cultural experiences. Now entering its second season, Culture Collective founding partners Asolo Rep, FSU/Asolo Conservatory for Actor Training, Sarasota Ballet and the John and Mable Ringling Museum of Art welcome the Sarasota Orchestra to the fold for what *Sarasota Magazine* readers have described as “the best way to cultivate young audiences” in Sarasota. In addition, The Coffee Loft now joins The Greater Sarasota Chamber of Commerce Young Professionals Group and The Hub as promotional partners.

During the 2012-2013 season, for a one-time annual fee of \$80, Culture Collective members will enjoy benefits from each of the program’s arts organizations:

**ASOLO REPERTORY THEATRE BENEFITS**

- 2 flexible tickets for any Asolo Rep mainstage show, Section B seating
- \$20 discount tickets for friends and family
- Pre-ordered intermission drinks, served on the mezzanine bar

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#### FSU/ASOLO CONSERVATORY BENEFITS

- Two flexible tickets for any FSU/Asolo Conservatory show
- \$8 rush tickets, last row seating

#### SARASOTA BALLET BENEFITS

- Two flexible tickets for any Sarasota Ballet performance, side mezzanine or balcony prime seating
- \$20 discount tickets for friends and family

#### JOHN and MABLE RINGLING MUSEUM OF ART BENEFITS

- Two “Member for a Day” passes
- Free admission to Ringling Underground for Culture Collective member and one guest

#### SARASOTA ORCHESTRA BENEFITS

- \$9 rush tickets to any performance, subject to availability

In addition to this list, new for 2012-2013, members will also receive insider access and special offers directly from the arts organizations. Sneak peeks at shows during dress rehearsals, invitations to talk backs, and special dinner events are being planned for this season. Corinne Deckard, Assistant Managing Director for Asolo Rep and coordinator of Sarasota Culture Collective said, “The most exciting thing about Culture Collective is its ability to provide incredible value for young professionals. Not only can members explore the Sarasota arts scene at an affordable cost, but the events themselves provide opportunities to network with clients, catch up with friends or date in a setting that stimulates creative conversation.”

Deckard anticipates the program will continue to grow as members sign up their friends and more Sarasota arts organizations realize that Culture Collective is an effective gateway to reaching a coveted target audience: the under 40 crowd. “Ultimately, we hope these people will turn into subscribers, board members and donors for the organizations they really identify with,” Deckard said.

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To join Sarasota Culture Collective, prospective members have three options. To join online, go to [www.asolorep.org/culture\\_collective](http://www.asolorep.org/culture_collective) and fill out an application. The Asolo Rep box office will then contact the member to complete the process and take payment. Or, memberships can be acquired in person by visiting the box office in the lobby of Asolo Repertory Theatre, housed at the Florida State University Center for the Performing Arts at 5555 North Tamiami Trail, Sarasota on the grounds of the John and Mable Ringling Museum of Art. The box office hours are 10a.m. to 5p.m. Monday through Friday. Parking is free. Or, memberships can be purchased by calling the Asolo Rep Box Office at 941.351.8000 or 800.361.8388.

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Asolo Theatre, Inc. (AKA: Asolo Repertory Theatre) is funded in part by the State of Florida, Department of State, Division of Cultural Affairs, and is paid for in part by Sarasota County Tourist Development Tax revenues, the Gulf Coast Community Foundation of Venice and the Shubert Foundation, Inc. Funding is also received through the efforts of various support groups and the generosity of individuals, corporations and foundations.