

May 15, 2012

Dear Public Affairs director,

On behalf of Shady Shakespeare Theatre Company, I'm submitting for your consideration ready-to-read public service announcements (in 10", 15", 20", 30", and 60" lengths) for our summer 2012 season.

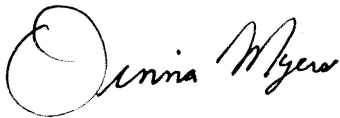
Here's a summary of the information in the PSAs:

- We are presenting William Shakespeare's *King Lear* and *Pericles*—the latter in a fun production set in outer space with references to sci-fi movies and TV shows.
- The season runs from July 27 to September 2, with performances on Thursday through Sunday evenings. All shows begin at 7:00 p.m.
- General Seating is \$10; Premium Seating is \$15. Children 17 and under are free (up to six youths per paid adult).
- For more information, visit our website at [www.shadyshakes.org](http://www.shadyshakes.org), email [info@shadyshakes.org](mailto:info@shadyshakes.org), or call xxx-xxx-xxxx.

Shady Shakespeare Theatre Company (SSTC) is a 501(c)3 nonprofit organization that has been providing public performances of William Shakespeare's works to communities of the Peninsula and South Bay since 1999. SSTC believes in the power of Shakespeare and other classic authors to speak to modern audiences, and strives to create productions that are as enjoyable, moving, enlightening, and accessible today as they were when the plays were written.

Thank you for considering our PSAs.

Yours truly,



Dinna Myers  
Managing Director

## Shady Shakespeare Theatre Company 2012 Summer Season PSAs

10"

Enjoy Shakespeare under the stars this summer at Sanborn Park in Saratoga. Visit the Shady Shakespeare website at [shadyshakes.org](http://shadyshakes.org) for more information.

15"

Shady Shakespeare Theatre Company presents *King Lear* and *Pericles* under the stars in Saratoga. Performances run through Labor Day weekend at Sanborn Park. For more information, visit [shadyshakes.org](http://shadyshakes.org).

20"

Spend an evening with Shakespeare under the stars as Shady Shakespeare Theatre Company presents *King Lear* and *Pericles*. Performances run through Labor Day weekend at Sanborn Park in Saratoga. For more information, visit [shadyshakes.org](http://shadyshakes.org) or call xxx-xxx-xxxx.

30"

This summer, Shady Shakespeare Theatre Company brings *King Lear* and *Pericles* to life at Sanborn Park in Saratoga. *King Lear* is Shakespeare's reflection on old age, loyalty, and foolishness, as the declining monarch learns hard lessons about arrogance and misplaced trust. Then get ready for Shakespeare: The Final Frontier! A fresh production of *Pericles* takes our hero on an epic journey—into outer space. Performances run through Labor Day. For more information, visit [shadyshakes.org](http://shadyshakes.org) or call xxx-xxx-xxxx.

60"

A storm is coming to King Lear's realm—but does he see it? Young Pericles, fleeing for his life, boldly goes where no prince has gone before. Enjoy Shakespeare under the stars as Shady Shakespeare Theatre Company brings *King Lear* and *Pericles* to Saratoga this summer.

*King Lear* is Shakespeare's reflection on old age, loyalty, and foolishness, as the declining monarch learns hard lessons about arrogance and misplaced trust. Is Lear really a king on the chessboard of life, or just a pawn of fate?

Then get ready for Shakespeare: The Final Frontier! A fresh production of *Pericles* takes our hero on an epic journey—into outer space. Combining Shakespeare's language with references to iconic sci-fi epics, *Pericles* is sure to bring out the inner geek in everyone.

Performances run from July 27 to September 2 at Sanborn-Skyline County Park in Saratoga. For a complete schedule and other information, visit the Shady Shakespeare website at [shadyshakes.org](http://shadyshakes.org) or call xxx-xxx-xxxx.