THEATRE TUSCALOOSA TO BENEFIT LOCAL STUDENTS VIA THE PEPSI REFRESH PROJECT

TUSCALOOSA – Theatre Tuscaloosa is getting in on the act of the Pepsi Refresh Project, using a $2,000 grant from Tuscaloosa’s Buffalo Rock Company to help high school students participate in the arts.

The funds from the Pepsi Refresh Project, a nationwide initiative, will help support Theatre Tuscaloosa’s educational outreach programs. In one such initiative, Theatre Tuscaloosa has invited hundreds of West Alabama high school students on April 28th and 29th to the Bean-Brown Theatre for two special school showings of “Driving Miss Daisy.” The Pulitzer Prize-winning play that led to an Academy Award winning movie begins April 23 and runs through May 2 in the Bean-Brown Theatre, located on the Martin Campus of Shelton State Community College.

“I am thrilled that Theatre Tuscaloosa was chosen to be a partner in the Pepsi Refresh Project,” says Tina Turley, Executive Producer of Theatre Tuscaloosa. “I believe that it is cooperative efforts like these that facilitate real change in our community. Thanks to Pepsi, many West Alabama students will have the opportunity to experience the wonder of live theatre.”

In an effort to support those who generate innovative, optimistic ideas, the Pepsi Refresh Project (www.refresheverything.com), will award more than $20 million in 2010 to move communities forward. Individuals can apply for grants to benefit a variety of projects and site visitors can vote for the best ideas for funding. The Pepsi Refresh Project is an evolution of the Refresh Everything initiative Pepsi launched in 2009, which showed the brand as an optimistic catalyst for idea creation, leading to an ever-refreshing world. Pepsi will fund projects that make a difference in six categories: Health, Arts & Culture, Food & Shelter, The Planet, Neighborhoods, and Education.

Theatre Tuscaloosa’s plan fits the Pepsi Refresh Project in two categories. In the Arts and Culture category, the project meets the requirements of providing program ideas that create avenues for artistic appreciation and arts education. Initiatives in this category may include music appreciation, fine arts, or creative expression. In the Education category, the assertion is that knowledge is power. Program ideas may include supporting local schools, teachers, and initiatives that bring training skills and confidence to children or seniors.

For more information on the show or to order group or individual tickets, call 205.391.2277 or visit www.theatretusc.com <http://www.theatretusc.com>

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