

FOR IMMEDIATE RELEASE

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Note: Photos available at <http://mccallumtheatre.com/index.php/media>

MEET MCCALLUM THEATRE'S 2017 OPEN CALL FINALISTS!

Palm Desert, CA – The McCallum Theatre Institute (MTI) – the education division of the McCallum Theatre – presents **Open Call 2017**, the ultimate variety show. The Valley's best vocalists, dancers and instrumentalists will appear on stage in four performances on Thursday, April 13 and Friday, April 14 at 7PM and Saturday, April 15 at 2PM and 7PM. This annual sell-out event has become an audience favorite and is fun for the entire family.

Open Call 2017 will showcase 96 performers in 18 acts that were selected by audition. You can meet this group of talented performers by reading the "Meet the Finalists" document at <http://www.mccallumtheatre.com/index.php/education/open-call>. The final performance will be judged and cash prizes will be awarded to an audience favorite, 2nd place and grand prize winner. The Grand Prize Award winner will receive \$2500. In addition to performing in their own number, all finalists will be seen performing together in a finale number which in traditional Open Call style, promises to entertain and inspire.

All four performances are open to the public. For the 7PM performances on Thursday, April 13 and Friday, April 14 and 2PM performance on Saturday, April 15 tickets are \$12, \$17, \$27, \$37 with a special ticket price of \$12 for children 12 and under. For the final performance at 7PM on Saturday, April 15 tickets are \$22, \$37, \$57 and \$67. Tickets are still available and can be purchased at the theatre box office, 73000 Fred Waring Drive, Palm Desert, by calling (760) 340-ARTS or online at www.mccallumtheatre.com.

As in previous years, audience members at each one of this year's first three shows are invited to vote for their favorite act. The combined audience vote carries the weight of one judge in Saturday evening's final performance, where the winners will be announced.

"Open Call continues to be an important part of what we do and our goal is to produce a show that entertains, highlights the value of performing arts and inspires a greater sense of community valley-wide," says Open Call producer and McCallum's Director of Education, Kajsa Thuresson-Frary. "It's rewarding to be in a position to share our local talent with the larger community and we're deeply grateful for the support we enjoy from our sponsors and audience-members alike."

If you are interested in supporting the arts education programs of McCallum Theatre Institute, sponsorship opportunities are available in conjunction with Open Call. For more information, please call (760) 346-6505.

The McCallum Theatre Box Office, its phone center and website, are the only authorized outlets for tickets to performances presented at the Theatre. Tickets purchased from any other sources, such as brokers or secondary market websites, are purchased at consumer's own risk and cannot be guaranteed as valid.

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