

Your Official Electronic Press Kit for *ELF The Musical* is now available for download. Simply click the link below and log in using the supplied username and password. For interview scheduling, contact Deana McCormack.

**For Photos/Logos/Broll etc.**

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Username: buddy16

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**For Immediate Release**

# DISCOVER YOUR INNER ELF!



## ELF THE MUSICAL

**Premieres at Robinson Performance Hall December  
3<sup>rd</sup>-4<sup>th</sup>**

**\*\*\* TICKETS ON SALE FRIDAY, OCTOBER 28<sup>th</sup> \*\*\***

**(LITTLE ROCK, AR)** — Celebrity Attractions, NETworks Presentations, LLC, Warner Bros. Theatre Ventures and Unique Features, bring the Broadway musical **ELF** to Robinson Performance Hall for a limited engagement of four performances only December 3<sup>rd</sup>-4<sup>th</sup>. Tickets go on sale Monday, October 28<sup>th</sup>.

**ELF** is the hilarious tale of Buddy, a young orphan child who mistakenly crawls into Santa's bag of gifts and is transported back to the North Pole. Unaware that he is actually human, Buddy's enormous size and poor toy-making abilities force him to face the truth. With Santa's permission, Buddy embarks on a journey to New York City to find his birth father, discover his

true identity, and help New York remember the true meaning of Christmas. This modern day Christmas classic is sure to make everyone embrace their inner **ELF**.

Based on the beloved 2003 New Line Cinema hit, **ELF** features songs by Tony® Awards nominees Matthew Sklar and Chad Beguelin (*The Wedding Singer*), with a book by Tony® Awards winners Thomas Meehan (*Annie, The Producers, Hairspray*) and Bob Martin (*The Drowsy Chaperone*). The production will feature direction by Sam Scalamoni and choreography by Connor Gallagher.

The *New York Times* says that **ELF** is "A SPLASHY, PEPPY, SUGAR-SPRINKLED HOLIDAY ENTERTAINMENT!" *USA Today* calls **ELF** "ENDEARINGLY GOOFY!" *Variety* proclaims, "**ELF** is happy enough for families, savvy enough for city kids and plenty smart for adults!"

Celebrity Attractions has become a nationally recognized leader in the Broadway industry by presenting six Broadway Seasons in a four state region, serving in key roles in Broadway trade organizations, and associate producing 30 Broadway Shows. Celebrity Attractions is committed to presenting the Best of Broadway and more and enriching the communities they serve.

Welcomed by Arkansas Federal Credit Union, **ELF** will appear at Robinson Performance Hall in Little Rock for four performances December 3<sup>rd</sup>-4<sup>th</sup> (*Saturday at 3pm & 8pm, Sunday at 2pm & 7pm*). [Tickets go on sale Friday, October 28<sup>th</sup> at 9am.](#) Tickets may be purchased in person at Celebrity Attractions, via phone at 501.244.8800 or online at [ticketmaster.com](http://ticketmaster.com). Groups of 10 or more receive a discount by calling 501.492.3312.

Ticket buyers are reminded that for Celebrity Attractions' productions, Celebrity Attractions and Ticketmaster are the only official retail ticket outlets. Ticket buyers who purchase tickets from a ticket broker or any third party should be aware that Celebrity Attractions is unable to reprint or replace lost or stolen tickets and is unable to contact patrons with information regarding time changes or other pertinent updates regarding the performance.

Get social with Celebrity Attractions by becoming a fan on **Facebook.com/BWayLR**. Follow the Little Rock engagement of **ELF** by becoming a fan on **Twitter.com/BwayLittleRock** or join the conversation using **#ELFLR**.

**ELF** is part of **Celebrity Attractions' 2016-2017 Broadway Season** which also features **Rodgers & Hammerstein's CINDERELLA, THE PHANTOM OF THE OPERA** and **RIVERDANCE**. Season Tickets are still available. Celebrity Attractions is proud to have KATV and the Doubletree Hotel as sponsors for this spectacular season.

Additional information about **ELF** is available at [www.CelebrityAttractions.com](http://www.CelebrityAttractions.com)  
and [www.ElftTheMusicalOnTour.com](http://www.ElftTheMusicalOnTour.com).

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