



FOR IMMEDIATE RELEASE

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'The Public' Introduces New Look and New Web-Site

Culver City, California--As the Culver City Public Theatre ("The Public") prepares to announce its 6th season of professional, classical theatre to Los Angeles-area audiences, the Board of Directors is heralding a series of changes to its identity, web-site and logo.

Commencing with the 2004 Season, Culver City Public Theatre will also be referred to as "The Public"; a change from its previous occasional identity as "CCPT". Executive Board Chairman Kyle Nudo explains, "The change is intended to underscore Culver City Public Theatre's commitment to presenting challenging and entertaining stage productions that are accessible and welcoming to audiences of all ages, backgrounds and perspectives."

In addition, The Public is pleased to unveil its newly re-launched and revamped web-site, easily accessible at www.CCPT.org. Intended to offer a more complete scope of Culver City Public Theatre's history, the website also offers extended marketing opportunities to The Public's sponsors and program advertisers. This comprehensive site includes a full history of The Public's 5 previous seasons including complete cast lists and extensive photo galleries.

Editors will note that this web-site also contains "The Press Room", a page specifically intended for the convenience of the media. All media representatives are invited to bookmark the

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page (<http://www.ccpt.org/PressRoom.htm>) which will contain news updates, current and archived press releases that can easily be downloaded and/or printed as well as photographs for release.

The new web-site was designed by Sparky Unleashed Designs, a Los Angeles-based design service that has launched a number of other entertainment industry sites including MIDDER Music Records & Publishing (www.MidderMusic.com), the official sites of Tony Award winning actor Chuck Cooper (www.ChuckCooper.net) and noted theatrical director Gregg W. Brevoort (www.GBrevoort.com). Contact SparkyUnleashed@aol.com for more information.

And finally, a new logo has been implemented on all materials pertaining to Culver City Public Theatre. An update of the previous design, the current logo features a more crisp, contemporary font with a multi-hued green leaf that resembles a writer's quill. Board President Laura Neufeld is very pleased with results. "In keeping with our membership-driven format, we invited all members to submit ideas and samples," she explained, "and we ended up with quite a range of possibilities. The result is a combination of several ideas that worked very well together".

Culver City Public Theatre continues an 18-year tradition of presenting an annual summer season of free, outdoor, classical theatre in beautiful Dr. Paul Carlson Memorial Park, located at the corner of Motor Avenue and Braddock Drive (near the 405 and 10 Freeways) in historic Culver City, CA. All performances are held during the summer on Saturdays and Sundays at 2:00 p.m. The public is invited to bring their lawn chairs and blankets to attend the productions that are intended for young and adult audiences alike.

The Public has experienced enormous artistic and financial growth during each year of operation. Its productions are attended by approximately 1,800 patrons each season.

Culver City Public Theatre is an incorporated, not-for-profit 501(c)3 organization that is sponsored by the Culver City Department of Parks, Recreation and Community Services and by the generous contributions and grants from the City of Culver City, The Cultural Affairs Commission and Sony Pictures Entertainment. Additional funding comes from donations from local businesses and patrons.

For general information call (310) 712-5482 or visit the official website at www.CCPT.org.

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Culver City Public Theatre Introduces New Logo that features a more crisp, contemporary font with a multi-hued green leaf that resembles a writer's quill.

Photo Credit: Culver City Public Theatre, Inc.



Members and Guest Artists of the Culver City Public Theatre
at Dr. Paul Carlson Memorial Park

Photo Credit: Ken Kamlet

Note:

Full sized originals of above are available as well as additional images from CCPT productions and Company Leadership headshots. We will happily provide these photos by email or snail-mail upon request or easily download these images directly from www.ccpt.org/PressRoom.htm.