

## News Release

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FOR IMMEDIATE RELEASE

### The Hanover Theatre Brings Grease Sing-a-Long-a to Worcester on October 26

**Worcester, MA (October 2, 2013)**— The Hanover Theatre for the Performing Arts will bring GREASE SING-A-LONG-A to Worcester on Friday, October 26 at 7:30pm. Hosted by three-time Central Massachusetts Entertainer of the Year, Dale LePage, tickets to this unique, interactive show are on sale now.

You'd better shape up to sing along to the great movie musical, complete with on-screen lyrics and the chance to become a T-Bird or Pink Lady for the night and enter the world famous costume competition.

"It's the one that you want", says producer Ben Freedman, who previously brought us "Sing-a-long-a Sound of Music." "GREASE SING-A-LONG-A is the show that audiences have been asking for since we first presented a singalong show back in 1999."

Now, at last, Summer Lovin', Grease Lightning and the chance to sport a pink wig or greased quiff while belting out "You're The One That I Want," are coming to a theater near you.

"GREASE SING-A-LONG-A is much more than 'just a movie'", says Freedman. "'It's an event, an interactive experience and the most fun you can have with your clothes on."

Sing-a-long-a Greasers will be decked out in their own versions of fifties high school garb worn at Rydell High, including poodle skirts and saddle shoes, black leather biker and powder-pink bomber jackets, chiffon scarves and skinny ties. Costumes are most definitely encouraged, but singing is mandatory!

The show kicks off with Central Massachusetts Entertainer of the Year for three years in a row, Dale LePage, who will warm up the audience, train them how to "hand-jive," deploy the contents of their free goodie bags, heckle in all the right places, and judge the costume competition. "The rules are, there are no rules."

#### About Grease

Valentine's Day 2012 marked the 40<sup>th</sup> Anniversary of the stage musical GREASE which premiered at the Off-Broadway Eden Theatre in downtown Manhattan, before transferring to Broadway in June, 1972. The 1972 show, about two lovers in a 1950s US high school, was based on an earlier, grittier "play with incidental music" called Grease Lightning, first staged in Chicago the previous year.

In 1978 it spawned into a movie starring John Travolta and Olivia Newton-John. The movie was a huge hit on its first release. Twenty-five years later it was voted the greatest musical ever in a 2003 poll conducted for the UK Channel 4's show on the 100 Greatest Musicals.

#### The Birth of Sing-a-Long

The unique, interactive entertainment form known as Sing-a-long-a, meanwhile, was allegedly born in an

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old people's home in Inverness, Scotland. The nurses wanted to involve the residents in an interactive group therapy. They therefore wanted to screen "Seven Brides For Seven Brothers" and gave out song sheets so that everyone could sing-a-long.

The idea was then developed in 1999, before opening at the Prince Charles Cinema in August of that year. After an initial eight-show run soon sold out, while attracting huge media attention, and regular shows has been running ever since all around the world.

Tickets to GREASE SING-A-LONG-A are \$12\*. Tickets are available online at [TheHanoverTheatre.org](http://TheHanoverTheatre.org), by phone at 877.571.SHOW (7469), or at The Hanover Theatre box office located at 2 Southbridge Street in downtown Worcester.

### **About The Hanover Theatre**

The Hanover Theatre for the Performing Arts, located in downtown Worcester, New England's second largest city, is recognized by Pollstar as one of the Top 50 Theatres in the World. After undergoing many name changes and renovations over the decades since its 1926 birth, The Hanover Theatre reopened in March 2008 following a \$32 million historic restoration. Since then, the theatre has established its place as a rich entertainment and cultural venue, winning numerous awards, including The National Trust for Historic Preservation Award in 2010. Now in its sixth season, The Hanover Theatre continues to expose over 170,000 annual patrons to world-class entertainment in the form of Broadway, concerts, comedians and much more. For more information, visit [TheHanoverTheatre.org](http://TheHanoverTheatre.org). Worcester Center for the Performing Arts, a registered not-for-profit 501(c)(3) organization, owns and operates The Hanover Theatre for the Performing Arts. All donations are tax deductible to the fullest extent allowed by law.

\*Ticket prices are subject to change without notice.

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