

December 13, 2017 | FOR IMMEDIATE RELEASE



ALBERTA THEATRE PROJECTS

CALGARY CO-OP OFFERS EXCLUSIVE TICKETS TO CHARLOTTE'S WEB

Treasured Calgary grocery chain partners with Alberta Theatre Projects to bring holiday theatre production to local families.

CALGARY, ALBERTA – In celebration of the holiday season, [Calgary Co-op](#) has partnered with [Alberta Theatre Projects](#) to offer Calgary Co-op members a limited-time deal for their holiday production of **E.B. White's [Charlotte's Web](#)**.

One and four ticket vouchers, priced at \$45 and \$160 respectively, can be purchased at any Calgary Co-op Customer Service desk from now until December 22. The vouchers are redeemable for tickets to any performance of *Charlotte's Web* running until December 31. The vouchers can be redeemed for the best available seats at a savings of up to 45% off regular ticket prices.

"We are excited to be offering Calgary Co-op members the convenience of purchasing tickets to a unique, local, family-friendly outing along with other holiday staples through our stores this holiday season," says Trinh McConkey, Sponsorship & Events Manager. "As a co-operatively owned and operated business, we love supporting other community-based organizations to help spread the word about the incredible experiences available right here in Calgary."

ATP's all-new adaptation of *Charlotte's Web* follows the adventures of Wilbur, a young pig who's spared from becoming pork chops by the strong-headed daughter of his owners, a girl named Fern. But as he gets bigger and his upkeep begins to cost the family too much, it takes help from all his new farmyard friends to save his life again, including the miraculous talents of a very special gray spider named Charlotte. Featuring aerial acrobatics and live, originally-composed music by Ethan Cole, *Charlotte's Web* is a heartwarming live theatre experience for the whole family.

"We're thrilled to be partnering with Calgary Co-op to invite new audiences and Calgary families to experience the magic of live theatre this holiday season," says Vicki Stroich, Executive Director of Alberta Theatre Projects. "We think that this fun, heartfelt, and timeless story about a farming family and a quirky crew of barnyard animals will bring joy and wonder to children and adults alike."

Charlotte's Web runs until **December 31** at the **Martha Cohen Theatre** at Arts Commons (215 8 Ave. SE). The play is suggested for audiences ages 5+.

Follow the hashtag **#ATPCharlottesWeb** on Twitter and Instagram for the latest news about this production.

For media enquiries, please contact:

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High-resolution images and video available for download at www.atplive.com/media

ABOUT ALBERTA THEATRE PROJECTS

Alberta Theatre Projects is a Calgary-based, not-for-profit, professional theatre company that celebrates the art of live theatre. From its home in The Martha Cohen Theatre at Arts Commons, the company produces world-calibre shows with a focus on idea-driven new works, plays by Canadian playwrights, and contemporary theatre from around the world. It is also a national leader in new play development and dramaturgy.

www.ATPlive.com

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Facebook: [Alberta Theatre Project](https://www.facebook.com/AlbertaTheatreProject)

ABOUT CALGARY CO-OP

Owned by members, Calgary Co-op is one of the largest retail co-operatives in North America. Our locations in Calgary, Airdrie, Cochrane, High River, Okotoks and Strathmore include: food centres, pharmacies, gas bars, car washes, commercial cardlocks, home health care centres, and wine, spirits and beer locations. With over 460,000 members, 3,850 employees, assets of \$565 million and annual sales of \$1.18 billion, Calgary Co-op was recognized as one of Alberta's Top 70 Employers of 2017, and is committed to delivering an exceptional customer experience through inspired team members.

www.calgarycoop.com

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