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Asolo Repertory Theatre Proudly Launches New State-of-the-Art Website

(SARASOTA, September 21, 2018) — Asolo Repertory Theatre has proudly launched a brand new, completely redesigned website. As the theatre embarks on its 60th season, this new website will provide patrons with a much-improved, intuitive web experience.

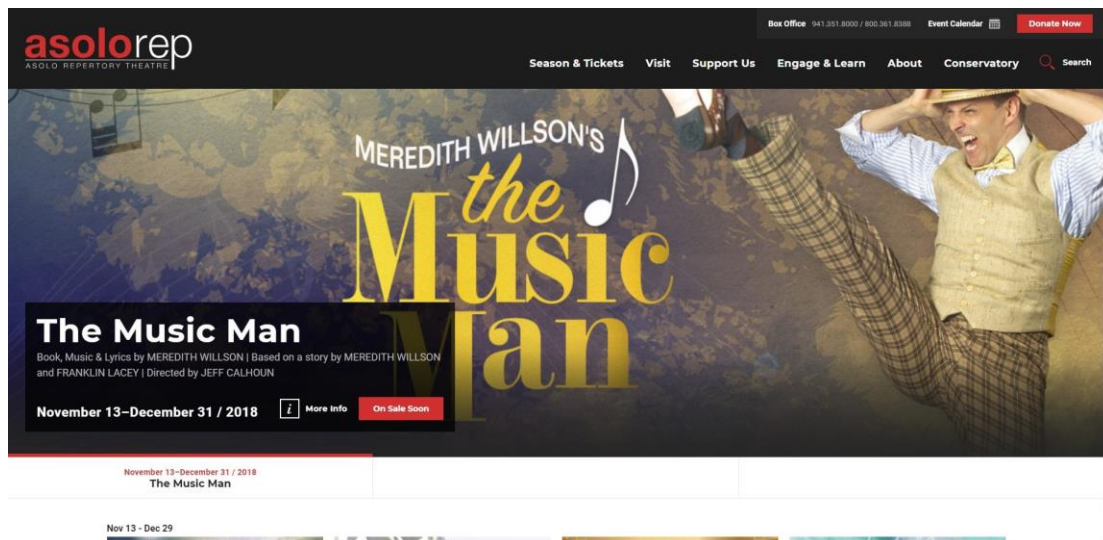
The newly designed site features a streamlined ticket-buying platform, with an easy-to-read and navigate calendar feature. This is particularly helpful given Asolo Rep's rotating repertory producing model, with up to three plays rotating on and off the Mertz stage, two often on the same day, throughout the season and another production running in the Cook Theatre in April.

The website will also offer exciting behind-the-scenes content, including video, photos, casting, and insight into the world of each play to enrich patrons' experience in the theatre. Learning more about the theatre's various outreach programs has also been simplified, with an easy-to-navigate drop-down menu highlighting ways to engage beyond the stage.

"A new website was more than necessary as the work on stage evolves and the breadth of our outreach and community engagement expands right along with it," said Asolo Rep Marketing Director Judith Lambert, who spearheaded the development of the new website. "It was our goal to make using the website a simple yet exciting and engaging platform for our patrons to not just purchase tickets but to explore who we are as an institution, and I am so pleased with the new design that we've achieved."

Single tickets for Asolo Rep's 60th season will go on sale to the general public online only on Friday, September 28 at 12:01am and in person at the box office and by phone on Monday, October 1 at 10am.

Visit www.asolorep.org.



ABOUT ASOLO REP

Now in its 60th season, Asolo Repertory Theatre is recognized as one of the premier professional theatres in America and one of the largest in the Southeastern United States. One of the few select theatres in the nation that performs in true rotating repertory, Asolo Rep's highly skilled acting company and extensive craftsmanship bring to life this unique performance method that gives audiences the opportunity to see multiple productions in the span of a few days. Asolo Rep presents up to 10 productions each season including contemporary and classic works and provocative musical theatre experiences. A theatre district in and of itself, Asolo Rep is committed to expanding its reach into the community, furthering its collaboration with the best theatre artists working in the industry today and cultivating new artists through its affiliation with the FSU/Asolo Conservatory for Actor Training. Under the leadership of Producing Artistic Director Michael Donald Edwards and Managing Director Linda DiGabriele, Asolo Rep's ambitious theatrical offerings and ground-breaking education and community programming engage audiences and ensure its lasting legacy for future generations.

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