

FOR IMMEDIATE RELEASE

 Tecumseh Center ^{for the} Arts
Shirley Todd Herrick Theater

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TCA Announces New Patron Benefits

Tecumseh, Michigan - Tecumseh Center for the Arts (TCA) is building momentum for this year's season with the announcement of new patron benefits effective September 1, 2016.

- **No More Fees!**

Beginning this season, TCA fees are gone! The price patrons see advertised is the price they pay. That means no more \$2 service fees or credit card processing fees when purchasing tickets at the Box Office window or over the phone. (The only exception is the TCA online ticketing program which will still include a convenience fee from the third party vendor.)

- **New Military Discounts**

In appreciation and in honor of our country's military personnel, the TCA is now offering a military discount to all active military members as well as our country's veterans. Military members will receive our senior rate on national and international touring shows. Military members will need to present a military ID, dog tags, etc. when purchasing tickets.

- **More shows!**

Patrons have asked for more shows and they've got it! This year the TCA announced the Michigan Homegrown Project and the theater's goal to host 75 events each year that focus on celebrating local Tecumseh area and Michigan artists including (but not limited to) music, dance, readings, cinematic productions and theatrical performances. This is in addition to offering a longer touring show season.

All of these new patron benefits are part of the Tecumseh Center for the Arts' Michigan Homegrown Project. The TCA Michigan Homegrown Project was created to emphasize the importance of sharing the theater stage with local artistic groups while building lasting relationships between arts organizations and patrons for many years to come. It is the goal of The TCA Michigan Homegrown Project to host 75 events each year that focus on celebrating the arts in the Tecumseh community. The project also aims at increasing the number of patrons who visit the theater each year while strengthening and developing meaningful relationships with partner organizations. The project also includes the partnership with local art galleries and artists to display their artwork in the TCA lobby during performances.

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For more information about this press release contact Kelly Jo Gilmore, sales and marketing manager for the Tecumseh Center for the Arts at 517.423.6617 or email marketing@thetca.org.

See you at the theater!