

FOR IMMEDIATE RELEASE
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Contact: Sue Talford
Kerrville Performing Arts Society
Tel: 830.238.4842

H-E-B PARTNERS WITH KPAS

(Kerrville, TX) – Kerrville Performing Arts Society (KPAS) is pleased to announce a partnership with H-E-B to provide special ticket pricing and promotional packages to encourage attendance at live performances as a family activity.

H-E-B, recognized as a “family” company with its roots in Kerrville, is promoting “family” programming with an H-E-B Family Ticket Package Offer for KPAS’ upcoming **5th Annual Nutcracker in the Hills**. A \$40 Ticket Package is now available for a Family of Four to attend this magical holiday classic featuring the prestigious San Diego Ballet.

Need a family Christmas photo? H-E-B is also offering special pricing to all ticketed concertgoers on a photo package at Kerrville’s H-E-B Photo Department. Schreiner University’s Graphic Arts Department will take family photos for all ticketed concertgoers one-hour prior to each performance of *The Nutcracker* (in the lobby of the Cailloux Theater). A KPAS representative will present each family (at the time their photo is taken at *The Nutcracker*) an H-E-B coupon offering the following photo package for \$9.99: 2 (5x7 prints) and 1 (8x10 print).

Family Photos! Family Entertainment! What a great way to start your holiday season.

The Kerrville Performing Arts Society (KPAS), a leader in presenting the performing arts in Kerrville, is looking forward to a season-long partnership with H-E-B. Various family events will be offered to the community throughout the KPAS 2009-2010 season.

To purchase an H-E-B Family Ticket Package to the **5th Annual Nutcracker in the Hills**, contact the Cailloux Theater Box Office (901 Main Street) at 830.896.9393. This offer is good for seating in the blue (middle) section of the theater. VISA/MasterCard are accepted. Performances are Saturday, November 21st at 8:00pm (photos will be from 7:00pm – 8:00pm) and on Sunday, November 22nd at 2:00pm (photos from 1:00pm-2:00pm).

For additional information, please email info@kpas.org or visit www.kpas.org.

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