

# **Strand Theatre Shelbyville, Inc.**

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## **Strand Theatre Weekly Email: March 5, 2010**

Written by David on March, 4 2010

We have several new readers to our weekly tell-all Strand email. It has been awhile since we discussed exactly why we do these emails. Here is a refresher course. When not-for-profit Strand Theatre of Shelbyville, Inc. was formed, openness was a guiding principle. We vowed to always tell everyone everything. It was our hope that we would develop a community full of "experts" about the Strand. It was decided to tell the good, bad and ugly. As we progressed through these past few years, we have shared every exciting moment. We too have shared the not so high points. In the process, everyone knows what is happening at the Strand, no secrets here. ...and so we continue with what we started.

The week was a doozy. The tickets are selling well for Grease. We are thrilled with the response. Our ads on WSVX are running, the ads in the Shelbyville News are being printed, our newsletter is mailed, all these good things with information about our upcoming Dinner and a Movie. This week Gary N., who takes care of booking our movies, got a call from our film distributor. It seems that Paramount, the studio that owns Grease, has decided to remove it from theatrical release. What does that mean? It means we got a call saying we no longer had the rights to show Grease. Ouch!! (big time) To make a long story short, Paramount has given the Strand the OK to show it one last time. We will be the only theatre anywhere to show this film for many months. Thank you Paramount! We can start breathing again.

Calling all cars; Calling all cars. If you have a 1950's car or truck, how about bringing it to Grease and parking it by the theatre? We need help getting into the spirit, and a few vintage vehicles would be great. Weather permitting, come bring your ride and join us. The date is Friday March 12, 2010.

The stage modifications are completed that we discussed last week. We were able to construct everything from materials we already had on hand. The only purchases were the post tops and the rope. These modifications will be a handy addition for the future.

You might have read in the Shelbyville News that the Strand hosted its first wedding. When the theatre is not in use, we are open to all types of uses. In order to be fiscally prudent, we must always explore other avenues of revenue. Things like this do not impede our mission, and help introduce a new potential audience to the Strand. This is something that only happens on a time available basis. It is fun for our volunteers to help.

This coming month we have quite an eclectic mix of entertainment. We look forward to all the events. March is also the start of our Strand Lecture Series. The first FREE lecture will be on March 16, 2010 at 7:00. Dennis Hodges of the Indiana High Speed Rail Association will be giving a presentation on the future of high speed rail in Indiana. This will be an interesting and pertinent topic for Shelby County residents.

We have a Jazz Concert on Sunday March 21st. Dave Hepler, a jazz pianist, will be performing on the Strand stage. This will be a great chance of you jazz fans to hear some live jazz music at the Strand. Tickets are available now.

Thank you for all your support. There isn't a week that goes by that someone isn't complimenting the efforts the Strand has made. This is your theatre and your community. We are just a small part of what it takes to make it work. Thank you!

### **Images on this post:**

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