



P R E S S R E L E A S E

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THE CENTER FOR PUPPETRY ARTS INKS DISTRIBUTION DEAL FOR NEW DVD SERIES WITH QUALITY BOOKS, INC.

ATLANTA, March 30, 2005 – The Center for Puppetry Arts today announced a partnership with Quality Books, Inc., to distribute select titles of its DVD series, PUPPETS AT PLAY. Quality Books will market and distribute the *American Tall Tales*, *Dinosaurs* and *Beauty & the Beast* titles to libraries nationwide.

The Center estimates 200 units of each DVD will be distributed via the Quality Books relationship in the next school year resulting in \$10,000 in additional revenue for the non-profit performing arts organization. Quality Books works with approximately 9,000 public, school, academic, corporate and special libraries across the country to distribute a diverse mix of books and multimedia programs, specifically developed by small publishers, that are not readily available from other sources.

“This distribution partnership with Quality Books will help introduce the Center to additional audiences nationwide,” said Vince Anthony, founder and executive director, Center for Puppetry Arts. “Our goal is to entertain and educate all ages using the art of puppetry and this unique DVD series will make the Center more accessible to a variety of audiences. This partnership is a great addition to our existing educational outreach program that includes distance learning, on-site educational programs and our museum.”

“The Center’s PUPPETS AT PLAY DVD series fits our strict criteria for distribution,” said Wendy Steck, public relations manager, Quality Books. “We look for products that are unique and entertaining and the Center’s DVD series fits that description while also adding an educational element that adds to its appeal to the library audience.”

In addition to marketing the DVDs, Quality Books will also prepare the DVDs for inclusion in various libraries through annotation and cataloging.

About the PUPPETS AT PLAY DVD Series:

AMERICAN TALL TALES by Jon Ludwig

American heroes spin tales taller than a ten-gallon hat in this historic hoedown! Viewers learn all about the folks behind the lore as Paul Bunyan and Babe the Blue Ox invent logging; Native-American Hekeke saves her tribe from a people-eating ogre; African-American John Henry becomes a steel-driving man; and western cowboy Pecos Bill tames a tornado. Director Jon Ludwig used hand-and-rod puppets, shadow puppets and twangy tunes to vividly capture the early lives of America’s settlers on this land made for you and me. *American Tall Tales* was recognized with a Telly Award in 2005.

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BEAUTY & THE BEAST by Jon Ludwig

Beauty & the Beast gets a 21st century update – Beauty is a law student and her mom owns a salon. This adaptation of the classic story is told using puppets made from found objects – mops, brooms, umbrellas, rakes and even deer antlers! See trash turn into treasure and inspire your imagination!

DINOSAURS by Jon Ludwig

You'll roar with delight when you take a trip back in time to the land of leaping lizards! Travel with Francine the songbird and her mother on a magical, pre-historic adventure to discover primeval predators and more. Kids will learn fascinating dino-facts as erupting volcanoes, toe-tappin' tunes and life-like hand, rod and body puppets make this colossal creation come to life.

Each DVD is a complete package of engaging entertainment suitable for the entire family. Widestage, Special Gold Editions bring together the delightful tunes, friendly puppets and imaginative fun that audiences find only at the Center. In addition to the performance, each digitally mastered DVD includes behind-the-scenes secrets of the show and a Center overview.

Creative Digital Group, an Atlanta-based marketing communications company, donated two years of video production services to produce, distribute and archive ten of the Center's productions. Each digitally mastered DVD was shot using a three-camera setup, capturing multiple angles of the live performances. In addition, extensive color and video level correction was used in order to offset the dramatic changes in lighting used in the theater.

The Center for Puppetry Arts in Atlanta is a unique cultural treasure – a magical place where children and adults are educated, enlightened and entertained. Kermit the Frog, accompanied by his creator, Jim Henson cut the ribbon to officially open the Center in 1978. Since that time, the Center has introduced millions of visitors to the wonder and art of puppetry, and has touched the lives of many through enchanting performances, curriculum-based workshops and the hands-on global museum. For more information, visit www.puppet.org.

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The Center for Puppetry Arts is a non-profit, 501(C3) organization and is supported in part by the National Endowment for the Arts; the Georgia Council for the Arts through the appropriations of the Georgia General Assembly (the Council is a Partner Agency of the National Endowment for the Arts); and contributions from individuals, corporations and foundations. Major funding for the Center is provided by the Fulton County Board of Commissioners under the guidance of the Fulton County Arts Council. Major support is provided by the City of Atlanta Bureau of Cultural Affairs. The Center is a participant in the New Generations Program, funded by the Doris Duke Charitable Foundation/The Andrew W. Mellon Foundation and administered by Theatre Communications Group (TCG), the national organization for the American theatre. The Center is a member of Theatre Communications Group and the Atlanta Coalition of Performing Arts. The Center also serves as headquarters of UNIMA-USA.