



For Immediate Release

11/5/19

Contact: Kathy Summerlin
Saenger Theatre
850-595-3882 office
850-207-7944 cell

The Color Purple to Play Pensacola Saenger Theatre May 23 and 24 Part of a 30 City North American Tour



PENSACOLA, Fla. – Based on the Alice Walker’s Pulitzer Prize-winning novel and the Warner Bros. / Amblin Entertainment motion picture, **THE COLOR PURPLE** is adapted for the stage by Tony- and Pulitzer-winner **Marsha Norman** with music and lyrics by **Brenda Russell, Allee Willis** and **Stephen Bray**.

There are two performances slated for Pensacola at the Saenger Theatre on May 23 and May 24. Tickets go on sale to the public on Friday, November 8, 2019 at 10 a.m. at the Saenger Theatre Box Office, located at 22 East Intendencia Street, charge by phone by calling 800-745-3000 or online at Ticketmaster.com.

The revival of **THE COLOR PURPLE** opened to great acclaim in summer 2013 at London’s Menier Chocolate Factory, followed by a Broadway bow on November 10, 2015 at the Bernard B. Jacobs Theatre. **THE COLOR PURPLE** went on to win two 2016 Tony Awards, including Best Revival of a Musical, two Drama Desk Awards, including Outstanding Revival of a Musical, the 2017 Grammy Award® for Best Musical Theater Album and a Daytime Emmy®. **THE COLOR PURPLE** played 483 performances on Broadway, closing on January 8, 2017.

For more information, please visit ColorPurple.com

-more-

About Saenger Theatre: The Saenger Theatre is the premier entertainment venue located in downtown Pensacola. The Theatre is home to the Broadway in Pensacola and hosts a variety of events including symphony, opera, ballet, touring concerts, family shows and community events. The Saenger Theatre is owned by the City of Pensacola and professionally managed by SMG, the world leader in venue management, marketing and development.

About ASM Global

ASM Global was formed in October 2019 from the merger of AEG Facilities, the global innovator in live entertainment venues, and SMG, the gold standard in event management. ASM Global is a venue management powerhouse that spans five continents, 14 countries and more than 300 of the world's most prestigious arenas, stadiums, convention and exhibit centers and performing arts venues. As the world's most trusted venue manager, ASM Global provides venue strategy and management, sales, marketing, event booking and programming, construction and design consulting and pre-opening services. Among the venues in our portfolio are landmark facilities such as McCormick Place and Soldier Field in Chicago, the Los Angeles Convention Center, Tele2 Arena in Stockholm, the Mercedes-Benz Superdome in New Orleans and the Shenzhen World Exhibition and Conference Centre in Shenzhen, China. ASM Global also offers food and beverage operations through its concessions and catering companies.

###