

UMBC MUSICAL THEATRE CLUB 2012-2013

PRESS RELEASE

All questions, comments, & concerns to: umbc.mtc@gmail.com

Public Relations and Marketing Managers: jaclynj1@umbc.edu

bkorb1@umbc.edu

Fall 2012-2013 Welcome UMBC Musical Theatre Club

Hello! Welcome to another exciting year of Musical Theatre Club at UMBC. Just so you feel “in the loop” this press release is here to help keep you involved and dictate what steps to take so Musical Theatre Club has a fun and productive fall! Ben Korbela and Jaclyn (Jaci) Jones will be taking on the public relations and marketing positions and anytime we have news regarding marketing or public relations you will hear from at least one of us. In the body of the email this release is attached to, there are important dates, auditions, Showcase, Rocky Horror, involvement fest. Make sure you mark all those dates down and get excited to support Musical Theatre Club at UMBC. In addition, we would like to extend our offer to gain advertisements for the Showcase programs ahead of time so we can get a lot of ads in support of the club. The ad form will be sent out shortly from either myself or Ben. That being said, start to think of small businesses locally, or from back home, or even a parent willing to donate to place an ad inside the program just for you!-- all proceeds go to the club. Also, try to get out there and advertise the club, we’ll have exciting Showase marketing (etc.) that we will definitely utilize club involvement to spread the word about. We can’t wait to see you (it would just be awesome to see all of you) participating at involvement fest and supporting the club by stopping by the Musical Theatre club table on the Quad on September 5th! :) To reiterate, the first official club meeting is September 12th! 12- 1pm. Location TBA!

Thanks and I look forward to a new year with Musical Theatre Club! Get pumped!

Thank you,

Jaclyn (Jaci) Jones, Ben Korbela