

NEWS RELEASE



Media Contact:

Meg Lewis

Public Relations Manager

(334) 271-5326

Email: mlewis@asf.net

Back by Popular Demand, Scot Bruce to Perform Benefit Concert at ASF

FOR IMMEDIATE RELEASE

Montgomery, AL (Monday, July 30, 2007) Pack up your Blue Suede Shoes and leave Heartbreak Hotel behind, The King is coming back to Montgomery! The Alabama Shakespeare Festival will shake, rattle, and roll once again with the return of Scot Bruce, star of *Idols of the King*, and his band for a ONE NIGHT ONLY benefit concert on August 20th. His show "A Tribute to Elvis: The Early Years" features many hit songs made famous by the legendary entertainer including *Heartbreak Hotel*, *Jailhouse Rock*, *Blue Suede Shoes*, and *Love Me Tender*.

Scot Bruce might be just as excited as his Montgomery fans. He says, "I have performed in front of audiences in just about every corner of this earth, and I can say without a doubt, that I have never had a more enjoyable experience as an entertainer, than on the stage at ASF. The wonderful kindness and spirit of your community is overwhelming. I look forward to returning to Montgomery....the same enthusiastic way a kid looks forward to Christmas."

He has generously offered a portion of the proceeds to purchase defibrillators for the theatre. The defibrillators will be available for the use of trained Front of House staff as well as the backstage staff. ASF Front of House staff is trained annually by the Red Cross. ASF attempts to have at least two defibrillator-trained staffed members on site for each public performance.

This ONE NIGHT ONLY performance will take place on August 20th at 7:30 p.m. Orchestra seats are \$45 and balcony seats are \$35. No discounts are offered for this benefit performance. Tickets are available now by calling the ASF Box Office toll free at (800) 841-4ASF or online to www.asf.net.

The Alabama Shakespeare Festival is among the largest Shakespeare theatres in the world. Designated as The State Theatre of Alabama, ASF has been located in Montgomery since 1985 when it moved from Anniston as a result of Mr. and Mrs. Wynton M. Blount's gift of a performing arts complex set in the 250-acre Wynton M. Blount Cultural Park.

This program/project has been made possible by grants from the Alabama State Council on the Arts and the National Endowment for the Arts.

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