



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**New Partnership with Bookseller Brings  
Free Readings to the Community**

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**Pittsburgh, PA, October 13, 2010** – Prime Stage Theatre, in partnership with Joseph-Beth Booksellers, will hold a free reading from the book, *The Legend of Sleepy Hollow*, at the bookstore located at Southside Works on October 16, 2010 from Noon to 2:00 pm. The reading will reference scenes from the world premiere adaptation by FJ Hartland, which will debut at the New Hazlett Theater on the North Side on October 30, 2010.

The story of the *Legend of Sleepy Hollow* takes place shortly after the American Revolution in Sleepy Hollow, a small superstitious American country town in upstate New York. Ichabod Crane, the tall, gangly schoolmaster falls in love with the beautiful and wealthy Katrina Van Tassel. He endeavors to charm her away from his rival, Brom Bones, until he is frightened away by a headless horseman said to frequent the area.

The Legend of Sleepy Hollow is much more than a ghost story. Written in 1820, Washington Irving's classic tale focuses on the conflict between city and country, and between brains and brawn. Irving's humor and ability to create vivid descriptive imagery shine throughout the story.

This unique world premier adaptation is written by FJ Hartland and Directed by Mark Calla. As the tale unfolds Hartland weaves children telling ghost stories into Irving's spooky classic.

*“The ultimate goal of our collaboration with Joseph Beth Booksellers is to create new opportunities for teens, teachers, and adults to focus on literature, life, and learning through books that stimulate our imagination,”* said Wayne Brinda, Founder/Artistic Director.

As part of the partnership, Joseph-Beth Booksellers is also donating 20% of sales during that time to Prime Stage Theatre. The partnership extends for the full season to include the remaining upcoming Prime Stage Theatre performances of *The Glass Menagerie* (March 5, 2011 - March 13, 2011) and *Antigone* (May 14, 2011 - May 22, 2011) and free readings will be announced in the upcoming months in connection with these performances.

## **More about Joseph-Beth Booksellers**

The Joseph-Beth Group, one of the nation's most successful and knowledgeable independent booksellers, opened in Pittsburgh in 2004 as part of the SouthSide Works development. Along with their many generous partnerships in the community, their Joseph-Beth Gives Back Preferred Customer Program also supports Pittsburgh non-profits such as Big Brothers, Big Sisters of Greater Pittsburgh and The Pittsburgh Cultural Trust.

## **More about Prime Stage Theatre**

Prime Stage Theatre is a non-profit organization recognized nationally as the theater that "brings literature to life". Prime Stage is committed to producing high-quality, artistic experiences for the region's families, students, and educators as they discover the fusion of live theatre and literature. With education being one of the cornerstones of the Prime Stage mission and vision, the Company offers unique programs designed to support educators and families in the sharing and appreciation of great literature and that encourages adolescents to participate in the creative process and to become lifelong patrons of the dramatic arts.

## **Prime Stage Theatre's 14th season kicks off on Saturday, October 30, 2010**

### **14<sup>th</sup> Season Schedule**

#### **Legend of Sleepy Hollow**

F.J. Hartland's World Premier Adaptation

October 30, 2010 - November 7, 2010

#### **The Glass Menagerie**

March 5, 2011 - March 13, 2011

#### **Antigone**

May 14, 2011 - May 22, 2011

### **Event Details**

**Date/Time:** Saturday, October 16, 2010 from Noon - 2pm

**Ticket Info:** Free Community Event

**Location:** Joseph-Beth Booksellers

510 South 27th St  
Pittsburgh, PA 15203

**Phone:** (724) 773-0700

**More Info:** <http://www.primestage.com/backstage.htm>

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