



FOR IMMEDIATE RELEASE

The classic tale of *The Velveteen Rabbit* comes to life on stage at the Arts & Culture Centres with Canada's Ballet Jörgen. Provincial tour starts next week, Oct 30 – Nov 7.

October 23, 2018 (Newfoundland & Labrador) – The Arts & Culture Centres are proud to present the classic story of *The Velveteen Rabbit* in this fantastic rendition from Canada's Ballet Jörgen. Dancers bring to life this renowned story of a young boy and his love for a stuffed rabbit that eventually comes to life. Written by Margery Williams and first published in 1922, *The Velveteen Rabbit* was the most popular of her thirty children's books capturing the hearts of generation after generation, with its focus on the importance of friendship, love, and the discovery of what is real.

As the wise character Skin Horse says, "Real isn't how you are made. It's the thing that happens to you. When a child really loves you for a long, long time... then you become real."

The Velveteen Rabbit was a favorite children's story for choreographer Kathleen Rea. She has created a fairy tale work that she hopes will teach children that, it's what's on the inside of you that's most important. The theme of *The Velveteen Rabbit* ballet is that to be real we all need love, and without love we do not grow hearts and feelings.

"For me along with this idea that to become real we have to have a heart, it's also for me about that in life if we're going to be real and have open hearts we're going to have some pain and some joy. I think that is a really good emotional life lesson for kids," says Rae. "I think the show appeals to kids and to adults. I think it's funny. I think it's moving. The sets are delightful. It's just a very precious, good show to come see."

Join us for this #ACCPresents show, as Canada's Ballet Jörgen brings the beautiful classic tale of *The Velveteen Rabbit* to life.

Arts & Culture Tour Dates:

October 30 - Labrador West, Arts and Culture Centre

November 2 - St. John's, Arts and Culture Centre

November 3 - Gander, Joseph R. Smallwood Arts and Culture Centre

November 4 - Grand Falls-Windsor, Gordon Pinsent Centre for the Arts

November 6 - Corner Brook, Arts & Culture Centre

November 7 - Stephenville, Arts & Culture Centre

Tickets for *The Velveteen Rabbit* ballet are now. All shows begin at 7:30 pm. Tickets are \$35 each, \$25 students, seniors, and children under 12, with a group rate of \$20 each for four or more tickets (HST & service charge included). Tickets are available online at www.artsandculturecentre.com or at the local Arts & Culture Centre box offices.

WATCH VIDEO ON THE MAKING OF THE VELVETEEN RABBIT BALLET: https://youtu.be/5buEfelk_R8

HIGH RESOLUTION PHOTOS AND VIDEO:

<https://www.dropbox.com/sh/rf5fkkjokdg97w7/AAAVO5UQtjS1NUX1iIVME5Fya?dl=0>

READ THE FULL TEXT OF THE VEVETEEN RABBIT: <http://www.gutenberg.org/files/11757/11757-h/11757-h.htm>

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Centre	Social Media Links
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The Velveteen Rabbit. Photo credit Patricia Gubbins.