



PACIFIC NORTHWEST BALLET

PETER BOAL, ARTISTIC DIRECTOR

FOR IMMEDIATE RELEASE

January 26, 2010

MEDIA CONTACT:

Gary Tucker

206.441.2426

gtucker@pnb.org

The Sleeping Beauty

Unlike Princess Aurora, if you snooze, you lose!

Now thru February 12, 2010, enter to win one of three Sleeping Beauty Dream Weekends and get the royal treatment from PACIFIC NORTHWEST BALLET and PACIFIC PLACE

SEATTLE, WA – Don't miss this kiss: Pacific Northwest Ballet and Pacific Place, downtown Seattle's premiere shopping, dining and entertainment center, are making an offer fit for a king and queen – or at least a prince and princess. Now through February 12, visit participating Pacific Place merchants and enter to win one of three deluxe *Sleeping Beauty* Dream Weekend prize packages, to be awarded weekly now through the run of PNB's *The Sleeping Beauty*. No purchase is necessary, and the more Pacific Place shops you visit, the more opportunities you have to win! (One entry per person per store per week. See the Not-So-Fine Print, below.)

Each one of the three *Sleeping Beauty* Dream Weekends includes:

- Two tickets to Pacific Northwest Ballet's *The Sleeping Beauty*, Saturday, February 13, 2010;
- Backstage tour of PNB's *The Sleeping Beauty*, Saturday, February 13, 2010;
- A \$100 Pacific Place gift card;
- Two nights' stay at the Hyatt Olive 8, located in downtown Seattle, during the weekend of February 13, 2010;
- Spa package for two at Elaia Spa, located at the Hyatt Olive 8, during the weekend of February 13;
- Haircut and color at Seven – the salon, located at Pacific Place in downtown Seattle.

Participating Pacific Place merchants include:

- a pea in the pod
- Aveda
- BCBGMAXAZRIA
- Brookstone
- Chico's
- Gymboree

- Helly Hansen
- Il Fornaio Ristorante & Risotteria
- L'Occitane
- lululemon athletica
- MaxMara
- Mexico Cantina y Veracruz Cooking
- Papyrus
- Pike Place Chowder
- Red Mango
- Seahawks & Sounders FC Pro Shop
- Sixth Avenue Wine Seller
- Something Silver
- The Body Shop
- Top Ten Toys
- Twist
- United Colors of Benetton
- White House | Black Market

BUT WAIT, THERE'S MORE! Pacific Place shoppers can also visit the Concierge Desk on Level 1 with \$100 in same-day receipts from Pacific Place and receive one free ticket to *The Sleeping Beauty*, plus a 20% discount on additional tickets! (Limit one free ticket per person.)

Pacific Northwest Ballet's acclaimed production of *The Sleeping Beauty* runs February 4-14 at McCaw Hall, 321 Mercer Street at Seattle Center. Showtimes are 7:30 pm February 4 - 6 and 11 - 13, with 1:00 pm matinees on February 6, 13, and 14. (Please note that all matinee performances of *The Sleeping Beauty* start at 1:00 pm and are special Dress-Up Matinees for princes and princesses of all ages. Arrive early for special matinee festivities: create a unique craft, take a magical dance class, and meet our dancers in costume.) Tickets may be purchased by calling the PNB Box Office at 206.441.2424, online at www.pnb.org, or in person at the PNB Box Office at 301 Mercer St.

Pacific Northwest Ballet's production of *The Sleeping Beauty* is made possible in part by Media Sponsor KOMO 4 and Supporting Sponsors Union Bank, the Norman Archibald Charitable Foundation and Dilettante Chocolates. Promotional Partner for *The Sleeping Beauty* is Pacific Place. PNB's 2009-2010 Season is proudly sponsored by Microsoft Corporation. Additional season support is provided by ArtsFund and the Seattle Office of Arts and Cultural Affairs.

THE NOT-SO-FINE PRINT (Contest rules and regulations): No purchase necessary. Enter by visiting participating Pacific Place merchants Monday, January 25 through Friday, February 12, 2010. Deadlines for entries for each of the three weekly drawings are Friday, January 29, 2010 at 5 p.m. PST, Friday, February 5, 2010 at 5 p.m. PST, and Friday, February 12, 2010 at 5 p.m. PST. Only one completed entry per person, per store, per week. Multiple entries in each store, each week will be discarded. Incomplete and/or duplicate forms will be disqualified. Odds of winning depend on number of entries received. Winners will be selected at random from all entries received. Winners need not be present to win. Winners will be contacted directly and announced on the Pacific Place website (pacificplaceseatle.com) and Pacific Northwest Ballet website (pnb.org) on Friday, January 29, 2010 after 5 p.m. PST, Friday, February 5, 2010 after 5 p.m. PST, and Friday, February 12, 2010 after 5 p.m. PST. You must be 18 years or older with a valid proof of ID to win. Employees of Pacific Place, its stores and their families are not eligible to win. No prize substitutions. The three weekly winners will receive two tickets to Pacific Northwest Ballet's *The*

Sleeping Beauty on Saturday, February 13, 2010; *The Sleeping Beauty* backstage tour on Saturday, February 13, 2010; a \$100 gift card from Pacific Place; a two-night stay at the Hyatt Olive 8 during the weekend of February 13, 2010; spa package for two at Elaia Spa during the weekend of February 13, 2010; and haircut and color at Seven – the salon. Some restrictions apply. Cannot be redeemed for cash. Pacific Place reserves the right to change the Official Rules at any time. All taxes, fees, gratuities and surcharges are the sole responsibility of the prize winner. Failure to fully comply with any of these Official Rules may result in forfeiture of the prize. Pacific Place reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner. Void where prohibited by law. All decisions of Pacific Place contest officials will be final.

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Publicity Contacts

Gary Tucker, PNB Media Relations Manager
206.441.2426 / gtucker@pnb.org
www.pnb.org

Elizabeth Rossi, Pacific Place Marketing Manager
206-470-8303 / elizabeth@pinest.com
www.pacificplaceseattle.com