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BOOK DONATIONS OF *THE GREAT GATSBY* TO SUPPORT "THE BIG READ" LITERACY INITIATIVE

Arizona Theatre Company and West Valley Arts Council partner to share F. Scott Fitzgerald's great American classic *The Great Gatsby* with Arizona communities

Arizona Theatre Company has partnered with West Valley Arts Council for *The Big Read* of F. Scott Fitzgerald's great American classic *The Great Gatsby*. ATC is currently accepting new and used copies of the novel during the next several months to donate to libraries and schools throughout Arizona. The last day to donate a book in Tucson is March 17, 2012 and the last day to donate a book in Phoenix is April 8, 2012. Patrons can drop off copies at the following locations:

The Temple of Music and Art – 330 S. Scott Ave.
The Herberger Theater Center – 222 E. Monroe St.
Arizona Theatre Company Phoenix box office – 502 W. Roosevelt St.
Downtown Phoenix Partnership – 101 W. Adams St.
West Valley Arts Council – 13243 N. Founders Park Blvd
Scottsdale Artists School – 3720 N. Marshall Way
Poisoned Pen – 4014 N Goldwater Blvd #101

Arizona Theatre Company's *AMERICA PLAYS! Celebrating Great American Stories* series celebrates ATC's production of F. Scott Fitzgerald's American classic *The Great Gatsby*, which will include collaborative projects with the West Valley Arts Council beginning January 2012. *The Great Gatsby* plays in downtown Tucson at the Temple of Music and Art from February 25, 2012 – March 17, 2012 and continues its run in Phoenix at the Herberger Theater Center from March 22, 2012 – April 8, 2012.

AMERICA PLAYS! Celebrating Great American Stories is a five-year initiative in which ATC offers a variety of community engagement activities in which audience members can participate and learn more about an American classic play. All events are free and open to the public.

The West Valley Arts Council (WVAC) exists to build audiences for all of the arts, to drive arts policy forward, and to champion arts education throughout the West Valley.

(MORE)

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The Big Read is a program of the National Endowment for the Arts, designed to restore reading to the center of American culture. The NEA presents The Big Read in partnership with Arts Midwest. The Big Read brings together partners across the country to encourage reading for pleasure and enlightenment.

More information about these upcoming community events, visit the ATC Education page at www.arizonatheatre.org.

For more information about the West Valley Arts Council visit <http://www.westvalleyarts.org/>.

For additional event programming information visit: <http://neabigread.org/events/> or <http://bigreadaz.wordpress.com>.

For more information about the National Endowment for the Arts and The Big Read visit <http://www.nea.gov/national/bigread/about.html>.



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