



October 4, 2011

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Ticket Sales: 805/756-2787

Seatbelts, Everyone! "The Magic School Bus" is Coming to Town!

SAN LUIS OBISPO, CALIFORNIA – On Saturday, October 29, 2011 at 1 p.m. and again at 4 p.m., America's favorite bus zooms to the Performing Arts Center's Cohan Center stage with an all-new 25th anniversary musical adventure!

Cal Poly Arts presents the *Magic School Bus Live! "The Climate Challenge,"* based on the best-selling and award-winning Scholastic book series in celebration of the 25th anniversary of the beloved MSB franchise. Catchy music and lyrics and a slyly witty book shine in a show that will become an instant favorite for children and adults alike.

This refreshing musical interpretation focuses on one of the most important environmental issues facing the Earth today: climate change. The production takes the audience on an exciting adventure from the arctic to the equator and examines what elements and issues affect Earth's climate every day. As Ms. Frizzle and her students do research for their class play about the climate, they hop on the Magic School Bus to learn how recycling, alternative energy, and conservation can make a difference in the world.

The *Magic School Bus Live! "The Climate Challenge"* is sure provide audience members with a fun and educational theater experience that will have them shouting "Wahoo!" along with Ms. Frizzle and the gang.

Based on the best-selling Scholastic book series written by Joanna Cole and illustrated by Bruce Degen, *The Magic School Bus* is an Emmy Award-winning animated television series that is seen in more than 39 countries and 16 languages. With more than 58 million books in print, the brand has won numerous industry excellence awards, including two Emmys for Lily Tomlin (for her portrayal of Ms. Frizzle in the TV series), five CINE Golden Eagles, a Parents Choice Gold Medal, a National Conservation Achievement Award, an Environmental Media Association Award, and an Annenberg Public Policy Center Award.

The television series has been a favorite venue for guest celebrity voices as well, including those of Dolly Parton, Wynonna Judd, Dabney Coleman, Bebe Neuwirth, Tyne Daly, Swozie Kurtz, Rita Moreno, Ed Asner, and Tony Randall.

Student and adult tickets for the performance \$18 and \$24 and may be purchased at the Performing Arts Center Ticket Office, 11 a.m. to 5 p.m. weekdays and 10 a.m. to 2 p.m. Saturdays.

To order by phone, call 805/756-2787; to order by fax: 805/756-6088.

24-hour on-line ordering is available at www.calpolyarts.org.

10% discount offered to groups of 10 or more. (Not applicable to student rates)

Sponsored by KJUG 98.1.

For more information on all Cal Poly Arts events, including audio and video samples, please visit www.calpolyarts.org.

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