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**FOR IMMEDIATE RELEASE**

April 14, 2010

**MIDLAND CENTER FOR THE ARTS  
ANNOUNCES  
2010-2011 SEASON  
Series subscriptions offer new flexibility and variety**

MIDLAND – Subscription brochures for Midland Center for the Arts' 2010-2011 Season will appear in mailboxes starting April 19. This year's brochure features six exciting series options offered in a traditional format, along with a new offering – "**Mix It Up**" – where you'll get the best of both worlds by designing your own series subscription while still receiving subscriber benefits. Select 4 or more events and save up to 25%!

Subscription sales start April 19 and offer a savings of up to 30% over single ticket prices, in addition to best available seating, before public single ticket sales start on August 16. Didn't receive a brochure in the mail? Download one from the MCFTA website: [www.mcfta.org](http://www.mcfta.org).

Subscriptions can be purchased online at [www.mcfta.org](http://www.mcfta.org); in person at the Ticket Office; by phone at 631-8250 or 800-523-7649; or by fax at 631-7890.

**2010-2011 Season Highlights:**

This year's season at Midland Center for the Arts has something for everyone: from moving dramas to belly-laughing fun, and familiar holiday favorites to programs on the cutting edge!

**ESCANABA IN LOVE** – At last! Here's the hilarious prequel to *Escanaba in Da Moonlight*, sure to tickle your funny bone and pull at your heartstrings with the zany escapades of Escanaba's "royal" family – the Soadys!! Presented by Center Stage Theatre (formerly Theatre Guild)

**THE SOUND OF MUSIC** – Re-discover the world's most beloved musical and the greatest success of Rodgers and Hammerstein. *The Sound of Music* will charm you and your family once again. Special highlight: granddaughter Elizabeth von Trapp makes a pre-show appearance showcasing her latest number. Presented by Center Stage Theatre (formerly Theatre Guild and Music Society – Theatre)

**CIRQUE MECHANICS: BOOM TOWN** – Journey to a time and place rich in adventure, acrobats and madcap fun! Returning after their sell-out show in June, 2008, the incomparable troupe of veteran Cirque performers and creators of "Birdhouse Factory" transport you to the 1865 mining town of Rosebud, where an unlikely discovery sets off a series of hilarious and unexpected events full of the lore, excitement, and adventure of the old west in Cirque Mechanics' newest production: BOOM TOWN! Presented by MATRIX:MIDLAND

**A HOLIDAY WITH THE MSO** – Spice up your holiday season with the MSO. From traditional favorites to uplifting gospel tunes, it's an enchanting evening for the entire family. Presented by Midland Symphony Orchestra

**THE FULL MONTY** – A saucy musical comedy about taking charge of your life and following your dreams. Adult content. Presented by Center Stage Theatre (formerly Theatre Guild)

**AFRICAN SANCTUS** - The message simply captures the eternal and spiritual sound of music in a visual, aural and multicultural celebration of power and energy. Presented by Music Society Choral Programs (formerly Music Society – Choral)

**MIDLAND SYMPHONY ORCHESTRA** – Midland Symphony Orchestra celebrates its 75<sup>th</sup> season with five concerts featuring dazzling guest performers including a Grammy Award winner, two international competition winners and breathtaking choral guests.

**CENTER STAGE THEATRE (formerly Theatre Guild and Music Society – Theatre)** – Center Stage Theatre (formerly Theatre Guild and Music Society – Theatre) continues the tradition of staging top-notch musical and dramatic productions. This year’s season includes eight not-to-be-missed shows. Plus, watch for announcements for our dynamic new “Off-Center” black box productions!

**MUSIC SOCIETY CHORAL PROGRAMS (formerly Music Society – Choral)** – Music Society offers up nine powerful and energetic events throughout the season that will thrill and move you.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, Music Society and Theatre Guild. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at [www.mcfta.org](http://www.mcfta.org).

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