NEWS RELEASE ­– *For Immediate Release*

**The Power of Music Comes Alive on Stage at The Phoenix Theatre Company**

*(March 19, 2019 – PHOENIX)* Music is a universal language with a strange power all its own. This Tony Award-winning musical features the simple story of a Guy, a Girl, and the music between them that creates an everlasting bond, though it doesn’t end the way most would expect. Opening May 22 through June 16, *Once* will captivate audiences with actors playing instruments live on stage, an unforgettable storyline, and songs that will stick with audiences long after they’ve left the theatre.

Pasha Yamotahari, director of *Airness, Hedwig and the Angry Inch* and many more, will direct this unique musical. *Once* began as a movie in 2007 and the song “Falling Slowly”, won an Academy Award for Best Original Song. Adapted for the stage in 2011, the Broadway production was nominated for 11 Tony Awards and won 8 of them, including Best Musical.

“*Once*, at its core, is all about connection.” Pasha Yamotahari, associate producing director and director of *Once*, says. “Music brings people together. It strikes a chord in us, whether it’s a single instrument, an orchestra, or just a voice. This story is all about two people with an intense love of music coming together and simply sharing that love, even if they don’t know how long it might last. It’s simply beautiful.”

*Once* will star two familiar faces at The Phoenix Theatre Company. Michelle Chin, last seen as Nina in *Airness*, will star opposite Kyle Sorrell, last seen in *Million Dollar Quartet* as Sam Phillips.

“What really sets *Once* aside is having the actors actually play their instruments as they sing.” Yamotahari adds. “It adds this authenticity to the music, every note is really and truly coming from the heart of every performer. There’s really nothing else like it.”

*Once* tickets are on sale now and start at just $29. To purchase by phone, call (602) 254-2151 or visit [www.phoenixtheatre.com](http://www.phoenixtheatre.com).

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**ABOUT THE PHOENIX THEATRE COMPANY**

The Phoenix Theatre Company is the largest professional regional theatre company in Arizona. As the first arts organization in Arizona and a founding member of the Central Arts District, The Phoenix Theatre Company is committed to advancing performing arts in the Valley with nearly 500 performances each year on multiple stages. Located at 1825 N Central Ave in Phoenix, The Phoenix Theatre Company’s mission is to create exceptional experiences by using the arts to articulate messages that inspire hope and understanding. In 2020, The Phoenix Theatre Company will celebrate its 100th anniversary. For more information, visit [www.phoenixtheatre.com](http://www.phoenixtheatre.com/).

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