



Rio Tinto and Black Swan State Theatre Company launch unique low cost ticketing initiative in Western Australia.

Long-term partners Rio Tinto and Black Swan are thrilled to launch *Rio Tinto \$20 Tickets* - a new low cost ticketing scheme available to all Western Australians.

This is the first time the scheme has been offered in Western Australia and is designed to assist Black Swan to meet its audience development goals to attract new and younger theatre audiences by breaking down the price barrier.

Through the scheme, an allocation of \$20 tickets will be offered throughout the year for every main stage Black Swan show in 2015 (excluding opening nights). The subsidy for each ticket equates to at least 70% and will provide access to a wide range of seats in the Heath Ledger Theatre.

The 2015 season promises to be a year of great theatre full of drama, comedy and music, and through this new ticket scheme more Western Australians will be able to experience the joys of live performance.

Rio Tinto and Black Swan have been working together for 17 years. In November 2014, Rio Tinto renewed its 'Principal Partner' status by committing a further three years of support for Black Swan's core theatre programme. A significant milestone will be reached in 2017 – 20 years of partnership which has seen more than \$3.2 million invested.

Andrew Harding, Chief Executive – Iron Ore, said, '*Rio Tinto's very long and successful partnership with Black Swan provided the foundations for developing Rio Tinto \$20 Tickets. It is the first of its kind here in Western Australia and we are excited to subsidise tickets so that more people can experience the wonderful world of theatre presented by the State's flagship theatre company.*

Mark Barnaba AM, Chair – Black Swan State Theatre Company said, '*Further to the success the Company has had in the areas of education and regional touring we feel this initiative is another way we can reach out to more Western Australians. The development of new and young audiences is crucial for our future sustainability and this initiative with Rio Tinto serves to overcome the price barrier, which has been repeatedly identified as the key factor many have to experiencing live theatre.*

The first round of *Rio Tinto \$20 tickets* for **Dinner** by Moira Buffini will be available online through Eventopia on Wednesday 4 March at 9am for all performances in that season except opening night. Refer to supporting page of FAQ's and for more information visit www.bsstc.com.au.

This ticketing initiative is supported by the Perth Theatre Trust and Black Swan State Theatre Company partners Red Tiki and Dessein.

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