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Website: <http://artscrush.org> & click FREE NIGHTS

ARTS CRUSH's Wildly Popular "Free Nights" Update Their Participation Rules.

Seattle, WA –October is **ARTS CRUSH** month in the Puget Sound region, and one of the most popular aspects of this month-long festival is its **Free Night** component. For 2011 the **Free Night** participation rules have been updated to an "enter-to-win" system. This year, patrons will have two weeks, between September 16-29, to create an online profile and review the 50+ free performances being offered throughout October. Patrons submit their top five choices before September 29th. Tickets are randomly distributed (based on the patrons' selections and ticket availability) on October 4th. Registered participants will receive an e-mail alert informing them of the tickets they've won.

This new system does potentially allow a patron to win as many as five different pairs of tickets but because of the random nature of this updated system, tickets are not guaranteed. By encouraging friends and family to enter, an individual's chances to attend a free event are improved. Another advantage is that a registered patron can return to <http://artscrush.org/events/category/freenight> at any time between September 16-29 to check out new additions and make entry edits.

Patrons can also boost their chances for first choice tickets by attending the **Arts Crush Kick-Off Fair on September 25, 11am – 2pm at Seattle Center's McCaw Hall** and securing a Free Night Priority Code. Once submitted, that priority code pushes a registered patron's name to the top of the list once the random distribution and selection process begins.

Free Night has been growing for the past six years. It allows patrons to attend select ticketed performances, exhibits and events for free, compliments of the more than 40 participating Puget Sound arts organizations. In previous years nearly 1,000 participants lined up at the kick-off event and an additional 1,500 registered online for the once-a-year opportunity to discover (for free) a new arts venue, or experience.

Over 10,000 patrons and 100 arts organizations and individuals are expected to participate in ARTS CRUSH 2011. All activities are free and open to the public. A complete list of the hundreds of free activities will be posted on the ARTS CRUSH website on, or before, September 2, 2011. Larger scale free "featured events" and activities are also planned. Some of those include:

Kick-Off Event:	Sept.25 McCaw Hall 11am – 2pm (UMO, Massive Monkees, Titanium Sporkestra perform)
KidCRUSH:	Events geared toward families and held on weekends
Date Night	Special 2 for 1 ticket deals on Tuesdays & Fridays
Gregory Awards:	Oct. 17, 2011 at ACT Theatre.

Just 3 of the dozens of Featured Events: (more times/locations available at artscrush.org)

Inside the Music, in a box, with a flashlight: Oct. 3-8. Benaroya Hall. B.Y.O.F. (flashlight) for free admission. Enter Ann Cummings 8'x8'x8' installation that CRUSHES Music with Visuals.

The Conversation: Oct 21. Mt. Baker Community Club. Visuals CRUSH Dance and Music when photographer Michael Hipple and artist Allison Kline create their own version of the telephone game with art pieces acting as conduits for speech. Seattle synth-pop band Jupe Jupe and Sixth Day Dance join in the fun.

Lit Twice/Luminado dos veces: Oct 12. Bellevue Art Museum. Visuals CRUSH with Literature for this special reading. It addresses new literary interpretations on unique adornment objects created by Latin American artists from the BAM exhibition Think Twice: New Latin American Jewelry. Docent tour, music by the Miho & Diego Duo, wine and appetizers.

About ARTS CRUSH

ARTS CRUSH is a month-long festival connecting artists and audiences with invigorating new experiences at hundreds of events across the Puget Sound region. Spotlighting a different discipline each week, the festival features opportunities to participate in theatre, music, literature, dance, visual arts and more. It reaches people in unique ways; through hands-on participation, once-a-year glimpses behind the scenes, and surprise arts experiences in unexpected places. In addition, ARTS CRUSH extends an open invitation to sample the abundance of arts and culture in our region by adopting creative pay-what-you will or discounted fee structures for traditional arts experiences. The ARTS CRUSH goals are to:

- Engage community
- Create access
- Inspire creativity
- Build audiences

ARTS CRUSH is made possible by generous support from Amazon.com, Seattle's Convention and Visitors Bureau, Seattle Office of Arts & Cultural Affairs, and 4Culture. The ARTS CRUSH Kick-Off Fair is co-sponsored by Seattle Center.

About Theatre Puget Sound

THEATRE PUGET SOUND (TPS) is a leadership and service organization founded in 1997 to advocate for the region's growing theatre community's causes and administer much-needed services. TPS is now the Northwest's premier arts advocacy and leadership organization. TPS has a two-fold mission: To promote the spiritual and economic necessity of theatre to the public, and to unify and strengthen the theatre community through programs, resources, and services. TPS serves more than 1,700 theatre practitioners and 130 organizations within our region. In addition to ARTS CRUSH, TPS sponsors workshops and seminars, regional auditions, manages affordable rehearsal and performance space in the Seattle Center House, produces the annual Gregory Awards, and coordinates and promotes other events which strengthen and celebrate our local community.

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