

**F**or Hillary Lewis, the idea of sharing her love of the theater with her two young children was appealing, but the thought of trying to squeeze one more thing into the hustle and bustle of back-to-school season was simply overwhelming.



“Charlotte’s Web” will show at The Rose April 19 to May 5, 2024.

THE ROSE THEATER

“I’ve always loved the idea of taking my kids to the shows at The Rose, but by the time we got back into the swing of things with school and activities, it just seemed like it was too late and we’d missed several shows in the season,” she says. “I hate that, because I’ve always enjoyed the performing arts and I want to share that with my family.”

Traditionally, theater seasons mirror the school year, with shows starting in the fall and ending in the spring — and subscription plans follow suit. Miss a show early in the year and it is an opportunity lost forever.

The Rose Theater, Omaha's only professional children's theater, is changing that model, allowing families to join the theater's membership program at any point in time and receive six free member shows, starting in whatever month they purchase, even if that means extending into the next season.

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“Under this new model, families can experience everything The Rose has to offer, no matter when they join,” said Mandy Aleksiak, audience services director. “So, for example, a family that purchases a membership in October will enjoy their benefits starting with our world premiere show, 'Life Doesn't Frighten Me,' all the way through to 'Charlie and the Chocolate Factory' in June, throughout the summer and ending with the first show of the 2024-25 season next year.”

Rose members receive tickets to the six member shows produced during the year, as well as discounts to premium event shows.

“In this way, Rose members gain access to the best, most affordable way to enjoy everything the theater has to offer,” said Aleksiak.



Rose members receive a discount on dance, musical theater and acting classes throughout the year, and a sneak peek at 2024 summer camps before they are made available to the general public.

#### THE ROSE THEATER

At \$125 for a family of four, a Rose membership costs less than the price of four single tickets to two shows at The Rose; for this investment in the theater, members receive a total of 24 tickets to Rose member shows throughout the year (four tickets for each of the six member shows). This is an 80% savings over the regular ticket price of \$30 for member shows. (Other packages are available for larger families.)

Rose members may also purchase additional tickets to member shows for just \$15 each (a 50% savings) and receive up to 20% off premium event shows, including "Rudolph the Red-Nosed Reindeer" and "Charlie and the Chocolate Factory." They receive early booking opportunities for these premium events and receive advance notice on all Rose Theater events.

In addition, Rose members receive a substantial discount on dance, musical theater and acting classes throughout the year, and a sneak peek at 2024 summer camps before they are made available to the general public. Rose members receive a discount of \$10 per month per family on year-long classes and a \$15 credit to be used to cover the annual class registration fee.

“With a Rose membership, families can share the magic of the theater with their children for about \$5 a ticket,” said Rose artistic director Matthew Gutschick. “Not only do these families get to make lasting memories of their time together, but they also give their children all the benefits that research shows the theater experience imparts to young people: stretching their imagination, increasing their empathy, better understanding others, and developing an appreciation of arts and culture.”

A membership to The Rose is an acknowledgement of the important role theater arts play in a young person’s development. The Rose membership program makes it possible for the theater company to provide the popular productions all families enjoy while also introducing young people to innovative theatrical styles that stretch their imaginations and broaden their appreciation of the arts.

Rose memberships for the 2023-24 season are available now. For more information, or to become a member, call The Rose box office at 402-345-4849 or go to **[www.rosetheater.org](http://www.rosetheater.org)**.