

## Alkahest Artists & Attractions, Inc.

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Here are some ideas that we've seen work, along with some examples that we've picked up on the road at various venues (we continue to be impressed by the enthusiasm and creativity in so many different communities) -

- We're always happy to include one or two letters or memories from some local WWII vets, male/female, any background. We offer this at each community we visit. If/when you make this request for some in the community, we have found it generates some interest, along with some potential attention from local papers/radio stations.
- We've seen some communities generate their own oral history effort in documenting WWII veterans memories either through interviews, collection of letters or memorabilia, in relation to our performance. That often generates interest and attendance. We've also had several venues partner with other groups/historical societies to develop lobby displays on the period.
- Veterans groups, VFW's, American Legion groups, et. al are often appreciative of being notified of our performance.
- Historical societies, local college/community college history/political science/humanities classes, high school history classes, civic clubs, the local retirement villages, & retirement communities are always good sources for possible patrons as well (I don't necessarily mean nursing homes as most people at such facilities are unable to attend).
- We've actually had local museums or history, World War II or US military history enthusiasts bring exhibits of WWII machinery, vehicles, et. al for display at the venue, which always makes for a good advance press notice.
- Notices/cards in libraries are helpful to a smaller degree some have said to us.
- I expect you already are aware of this - but there are photos available for download on our website at [www.EbzB.org](http://www.EbzB.org); in addition to press releases, sample playbill, audio & video samples of the show for download, transcribed interview we did regarding the production, and other similar materials.
- Some communities invite veterans of certain wars - be it WWII, or the Korean War, or veterans of certain ages, and provide a comp ticket to each designated veteran. This often leads to the paid ticket purchases of family members.
- Some local radio stations feature swing music programs - a great opportunity to get some air time for interviews, PSA's, or brief mentions of the program.