



THE UNIVERSITY OF TEXAS AT AUSTIN
TEXAS PERFORMING ARTS

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TEXAS PERFORMING ARTS
FURTHERS EDUCATIONAL MISSION BY OFFERING
\$10 STUDENT TICKETS

As part of our educational mission, Texas Performing Arts offers performing arts season tickets to students from UT Austin and other institutions in the area for just \$10. That's a live performance by a world-class artist for less than the cost of a movie and popcorn.

And the word is out! Ticket purchases by students from UT Austin and other institutions in the area are on the rise. Although it is too early to tell exactly how many student tickets will be sold this season, estimates are that we will exceed our goal of 15,000. We have already sold more than 3,200 student tickets since the 2009-2010 Season started September 1st.

Because student ticket prices represent only one half to one quarter of the actual ticket cost, Texas Performing Arts must raise approximately \$300,000 to cover the additional costs of the program. Funding comes in part from Texas Inner Circle members and corporate sponsors who recognize the value of their investment.

"Students deserve the opportunity to enjoy the offerings of their university to the fullest," said Leslie Lockett, Community Affairs Director for presenting sponsor H-E-B. "Whether they are majoring in music or engineering, performing arts enrich the educational experience and spark the creativity that ingenuity and innovation demand. H-E-B is proud to help Texas Performing Arts make these programs affordable and accessible."

For more information on how you can support Texas Performing Arts, contact Ann Stafford, Manager of Corporate and Foundation Relations at (512) 471-7583, or Mindy Graves, Member Relations Manager at (512) 471-1195, or visit www.texasperformingarts.org/support