

PRESS RELEASE

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***ELF: THE MUSICAL* KICKS OFF THE HOLIDAYS AT RIVERCENTER**

Columbus, GA—The festive, family-friendly Broadway tour of ***ELF: The Musical*** comes to the RiverCenter for two shows on **Saturday, November 11 at 2 p.m. and 7:30 p.m.**

Based on the popular film starring Will Ferrell, *ELF: The Musical* is the hilarious tale of Buddy, a young orphan who mistakenly crawls into Santa’s bag of gifts and is transported to the North Pole. Buddy is raised unaware that he is actually a human, until his enormous size and poor toy-making abilities cause him to face the truth. Buddy embarks on a journey to New York City to find his birth father and discover his true identity. Faced with the harsh reality that his father is on the naughty list and his step-brother doesn’t even believe in Santa, Buddy is determined to win over his new family.

“*ELF* is a funny and heartwarming musical,” said Norman Easterbrook, Executive Director of RiverCenter. “It has been selling out all over the country, so we have scheduled both a matinee and an evening performance. It’s the perfect show to get the entire family in the holiday spirit.”

ELF: The Musical is part of the TSYS Broadway on Broadway Series and is presented together with Columbus Regional Health. Additional grant funding has been received through the CCVB and CCAA. Tickets are on sale now and can be purchased at RiverCenter’s box office Monday-Friday from 10 a.m.-5:30 p.m., by phone at 706-256-3612, and online at www.rivercenter.org.

