

FOR IMMEDIATE RELEASE

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**TICKETS GO ON SALE TOMORROW, MARCH 1 AT 9:00 AM
FOR ONE OF THE McCALLUM'S MOST BELOVED ANNUAL EVENTS**

OPEN CALL TALENT PROJECT
*CELEBRATING LOCAL ARTISTS AND
NURTURING THE SPIRIT OF COMMUNITY!*

Palm Desert, CA – McCallum Theatre Education's **Open Call Talent Project** returns to the McCallum stage on Saturday & Sunday, April 20th and 21st. Dedicated to presenting local, non-professional artists of all ages, this visually stunning and energy filled talent competition with a moving full cast finale is a popular event and regularly sells out.

To assure seats for this signature experience, people act early! Tickets for this year's three performances go on sale to the public on Friday, March 1st at 9:00 AM through the McCallum Box Office.

This year, **Open Call** will feature 42 community members ranging in age from 8 to 79 – vocalists, dancers, instrumentalists, and novelty artists – who are bringing their talent, heart, and soul to the McCallum stage. The 2024 finalists are Doug Arbulu, Aztec Arts Academy, Michael Blake, Richard Caldera, Kimberly Cofer, Isabella Gaxiola, Vincenza Gist, Grupo Folklórico Tonantzin, Lara Marriott, Isabelle Martinez, Victoria Mendoza, Aaryn Mike, Momma's Boys, Palm Desert Varsity Singers, Giovanni Macias Portugal, Daniel Stewart, Dan Westfall, Duane Winchester, and Josh Witte.

To have local aspiring artists collaborate, learn, and perform on the McCallum stage and share their work with the larger community is the main goal of **Open Call**, and McCallum Theatre Education leans on the support of a large group of generous sponsors and returning audience members who help make **Open Call** a reality on an annual basis. "Our ambition is to produce an engaging show that highlights the value of the performing arts, spotlights local residents and inspires a greater sense of community valley-wide," says **Open Call** producer and McCallum Theatre Vice President of Education, Kajsa Thuresson-Frary.

Audience members have the opportunity to vote for their favorite act at all three performances, and the winners will be announced at the conclusion of the Sunday afternoon performance. All Open Call finalists will receive a cash stipend, and cash prizes are awarded for Grand Prize (\$5000), 2nd Place (\$2500), Audience Favorite (\$2500), and Talent Achievement (\$750).

There are three **Open Call** performances this year -- Saturday, April 20 at 2 PM & 7 PM, and Sunday, April 21 at 3 PM. Saturday tickets are \$20, \$30, or \$40, while Sunday tickets, which include the award ceremony, are \$25, \$40, or \$55.

There are also deeply meaningful opportunities to participate in **Open Call** as a sponsor and support all McCallum arts education programs. Sponsor benefits include **Open Call** tickets, public recognition, and a post-show reception with finalists. For more information regarding sponsorships contact Tom Head at tthead@mccallum-theatre.org or (760) 776-6164.

Tickets for **Open Call Talent Project** are available at www.mccallumtheatre.org or by calling the McCallum Theatre Box Office at (760) 340-2787. The McCallum Theatre, located at 73000 Fred Waring Drive, Palm Desert CA 92260, accepts payment by cash, personal check, VISA, MasterCard, Discover and American Express.

*The McCallum Theatre Box Office, phone center, and website, are the **only** authorized outlets for tickets to performances presented at the theatre. Tickets purchased from any other sources, such as brokers or secondary market websites, are purchased at consumer's own risk and cannot be guaranteed as valid.*

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