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FOR IMMEDIATE RELEASE

State of the Arts:
York Little Theatre to Partner with rabbittransit

York, PA – In an unprecedented partnership, the worlds of art and transit connect as rabbittransit joins York Little Theatre as the newest Children’s Series Sponsor. A launch event will kick off this new initiative on Friday, November 30 at 9:30 a.m. at York Little Theatre, 27 S. Belmont Street. Representative Eugene DePasquale and other officials will announce this unique partnership centered on non-profit organizations coming together to provide better service for the community.

“It’s really about maximizing limited resources,” says rabbittransit Executive Director Richard Farr, “As a non-profit entity, we are constantly challenged to think outside the box and be creative in our promotions and outreach. It made sense to partner with a company whose mission is to serve the community, much like ours.”

The in-kind partnership involves the York Little Theatre sponsoring a bus, which will be unveiled under the marquee at the launch event, and in turn, rabbittransit becomes the new sponsor of the Children’s Series. This unique cooperation enables both organizations to reach diverse audiences. “We are thrilled to partner with rabbittransit, especially for our Children’s Series, which gives kids opportunities to participate on stage and behind the scenes,” says York Little Theatre’s Managing Director Julie Aiken, “rabbittransit’s mission of service dovetails so well with ours – to engage our entire diverse community in the performing arts. For us, it’s a win-win – they get the word out *and* provide the transportation to the shows!”

The first production in the rabbittransit Children’s Series is “A Winnie-the-Pooh Christmas Tail” which

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opens Friday, December 7 and runs for two consecutive weekends. Formed in 1933, York Little Theatre is celebrating its 75th anniversary and has been entertaining York County residents with professional-quality theatrical performances for nearly a century.

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rabbittransit, York County's public transportation system, provides a variety of transportation services to the residents of York County. Nearly 6,000 people depend on rabbittransit each day to get to work, medical facilities, school and other life-sustaining activities. rabbittransit is dedicated to helping all York Countians get to where they want to go. www.rabbittransit.org.

York Little Theatre is a nonprofit community theatre dedicated to engaging our entire, diverse community in the dramatic arts through participation, education, dialogue, encouragement, enlightenment and inspiration. The theatre enriches the lives of the citizens of South Central Pennsylvania through a broad range of professionally directed, entertaining, stimulating, and sometimes provocative performances. We value and nurture the irreplaceable role of the arts for everyone in our diverse and thriving community. www.ylt.org.