

Boom! Magazine Serving as Media Sponsor for "The Full Monty"

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Publication Hosting Ticket Giveaway Through Facebook

CARY, N.C. (February 12, 2010)—Boom! Magazine (boomnc.com), central North Carolina's only lifestyle publication dedicated to celebrating life after 40, is serving as the exclusive media sponsor for North Carolina Theatre's production of "The Full Monty." Starring in the show is two-time Emmy award-winning actress, Sally Struthers, as well as beloved Raleigh performer, Ira David Wood III.

Nominated for nine Tony Awards®, "The Full Monty" is a feel-good musical with a modern and wicked sensibility. The show opens the North Carolina Theatre 2010 season and will run from Saturday, February 27, 2010 through Sunday, March 7, 2010 in the Raleigh Memorial Auditorium at the Progress Energy Center for Performing Arts.

"The story is particularly relevant in light of today's recession," says Barbara Petty, owner and publisher of Boom! "The fact that the men are middle-age makes Boom!'s association with the production even more appropriate."

Complementing its promotional efforts, Boom! is giving area individuals an opportunity to win tickets to the show. Visit the Boom! Facebook page and correctly answer several questions about the movie version of this play to be eligible to win. The winner and a guest will accompany Barbara and Greg Petty, Boom! publishers, to the show, including orchestra seats and entry to the Backer's Club. A second pair of general seating tickets will be awarded to a runner-up winner.

Tickets for the show can be purchased by calling Ticketmaster at 800.745.3000 or online at ticketmaster.com. Walk ups are also available at the North Carolina Theatre Box Office. For groups of 10 or more, please call 919.831.6941 x6944. For more information on "The Full Monty," please visit nctheatre.com.

About Boom! Magazine:

Created by publishers Barbara and Greg Petty, Boom! Magazine is a lifestyle resource for the active adult, reaching 60,000 readers monthly. The Boomer generation continues to redefine aging, retirement, and lifestyle issues. Boom! embraces these changes, evolving with the needs and interests of its readers and advertisers. For a 2010 media kit, visit BoomNC.com or call 919.302.3329 for ad rates.

About "The Full Monty":

North Carolina Theatre opens its 2010 season with "The Full Monty," starring Sally Struthers and Ira David Wood, III. Struthers has won two Emmys and two Golden Globe awards for her role as "Gloria" in All in the Family. Wood is the founder and executive director of Raleigh's Theatre in the Park and is best known to local audiences as "Scrooge" in Theatre in the Park's internationally acclaimed "A Christmas Carol." Directed by Matt Lenz, "The Full Monty" will run from Saturday, February 27 through Sunday, March 7 in the Raleigh Memorial Auditorium at the Progress Energy Center for the Performing Arts. Additional information is available at nctheatre.com.

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