

Encore PR raising the curtain at The Everyman Theatre



Cheltenham based PR and marketing agency [Encore PR](#) has agreed a new contract with one of Gloucestershire's most prestigious entertainment venues, [The Everyman Theatre](#).

Built in 1891, The Everyman Theatre is a defining landmark of regency Cheltenham and has an established reputation as a cultural hub for Gloucestershire. The theatre employs over 120 full and part time staff and is estimated to positively impact the local economy to over £4 million annually. In addition to its varied programme, which includes ballet, opera, drama, dance, comedy, live music and, of course, its much-loved annual festive pantomime, The Everyman Theatre supports a range of community groups and outreach programmes, and in 2021 engaged with over 14,000 individuals including students, residents in assisted living facilities, and individuals with additional needs.

The Everyman Theatre has retained Encore PR to highlight its upcoming programme of outstanding live entertainment, which includes the world premiere of the brand new *Great British Bake Off - The Musical*, opening first at The Everyman Theatre in Cheltenham (Friday 22nd July – Saturday 6th August 2022). The much anticipated musical is scored by award-winning writing duo Jake Brunger and Pippa Cleary and features a host of musical stars.

The Everyman Theatre hosts 500 performances annually and welcomes over 220,000 visitors through its doors each year.

Encore PR will also promote The Everyman Theatre's leading outreach and education programme, which engages with over 120 young people aged 4 – 20 years old. Its popular Summer School returns this year, offering young people the chance to explore their creativity whilst working with industry professionals and performing in the county's historic theatre. Additionally, Encore PR will highlight The Everyman Youth Theatre programme for 2022/23 (starting Monday 12th September 2022), providing local young people the opportunity to creatively express themselves and engage with the arts, whilst interacting with other likeminded peers their age.

Mel Jones, Director and founder of Encore PR, commented: *"As one of the region's leading entertainment and leisure PR agencies, we are exceptionally pleased to be supporting The Everyman Theatre, which coincides with the world premiere of the new Great British Bake Off – The Musical. It really is the cherry on the icing on the cake!"*

Mark Goucher, CEO of The Everyman Theatre, commented: *"Having been CEO of The Everyman for 5 years I wanted to appoint a respected PR agency to help deliver our increasingly important message. Our aim is to bring the best quality work to the region while growing our reputation nationally, as a dynamic theatre serving the whole of Gloucestershire."*

Mark continued: *"I believe passionately in the power of theatre to change and enhance people lives. The theatre's community and education team deliver great work throughout our county and we need everyone's support to help us to grow and reach more young people. Encore PR will promote our wider work and strengthen our message, while driving ticket sales to help us fund this important and diverse programme of work."*

ENDS.

Editors Notes

For further information, quotes or interviews, please contact melanie.jones@encorepr.co.uk

About Encore PR

[Encore PR](#) is an experienced PR and marketing consultancy based in Cheltenham, Gloucestershire, delivering a wide range of professional and responsive PR, marketing and design services to clients in the entertainment, hospitality and travel sectors, regionally and across the UK. Encore PR has over 30 years combined experience of working with small local businesses to large national corporates, social enterprises and charities.

<https://www.encorepr.co.uk/>

About The Everyman Theatre

The Everyman Theatre is Gloucestershire's leading live entertainment venue, presenting a wide range of productions year-round, including ballet, opera, drama, dance, comedy, live music and a traditional annual pantomime. Opened in 1891, The Everyman Theatre is a Victorian masterpiece, with its magnificent, recently restored, main auditorium designed by esteemed architect Frank Matcham. A registered charity, The Everyman Theatre is proud to offer a leading education, community and outreach programme, which includes a Summer School, Youth Theatre and Community Choir, offering people of all ages the opportunity to engage with the arts.

<https://www.everymantheatre.org.uk/>

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