



FOR IMMEDIATE RELEASE:
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**THE PUBLIC THEATER
ANNOUNCES
TIDE®
AS THE OFFICIAL
WARDROBE CARE PARTNER OF
FREE SHAKESPEARE IN THE PARK**

June 10, 2014 – The Public Theater (Artistic Director, Oskar Eustis; Executive Director, Patrick Willingham) announced today that Tide® is the official Wardrobe Care Partner of The Public’s free Shakespeare in the Park. Since 1962, over five million people have enjoyed more than 150 free productions of Shakespeare and other classical works and musicals at the Delacorte Theater.

“We are honored to partner with The Public Theater and help keep the costumes for this season’s shows in great shape,” said **Tide Associate Marketing Director Karen Schlosser**. “The Public has been trusting Tide backstage for years. From the big stages of New York City to the little stages of everyday life, Tide can be trusted to keep beloved garments like costumes looking great.”

“I am thrilled that Tide® has joined us this summer as the official Wardrobe Care Partner for free Shakespeare in the Park,” said **Public Theater Costume Master Luke McDonough**. “I trust Tide to keep the costumes fresh and vibrant which is always a challenge with the outdoor elements at the Delacorte Theater. Audiences wait in line for free tickets, so we owe it to them to give them the best looking show every night.”

The costume shop handles vigorous washings needed nightly to make the costumes shine and retain their luster for the show. This is not easy with the challenging outdoor elements in Central Park that include rain, heat, mud, suntan lotion and bug spray but Tide® products are specially formulated to remove soil and stains from fabric, and include enzymes that provide a deep clean to fabrics.

Free Shakespeare in the Park, a summer tradition at the Delacorte Theater for more than 50 years, is one of the cornerstones of The Public Theater’s mission. This summer The Public is presenting **MUCH ADO ABOUT NOTHING** (June 3-July 6), directed by Jack O’Brien; and **KING LEAR** (July 22-August 17), directed by Daniel Sullivan. Free tickets are distributed, two per person (age 5+), at the Delacorte Theater in Central Park beginning at 12:00 p.m. on the day of each performance. The Virtual Ticketing Lottery is available on the day of the show at www.publictheater.org.

ABOUT TIDE®

For over 65 years, Tide® has been caring for the clothes of American families and helping to provide the everyday miracle of clean clothing. To meet consumers’ diverse laundry needs, Tide offers a portfolio of laundry detergents and additives including Original Ultra Tide Liquid, Tide Pods®, Tide Plus Collection (Tide Ultra Stain Release, Tide Plus Febreze Freshness, Tide Coldwater Clean, Tide Plus a Touch of Downy, Tide Plus Bleach Alternative, Tide Plus Febreze Sport), Tide Boost, Tide Washing Machine Cleaner, Tide Oxi and Tide To Go. Tide offers formulas in liquid, powder and single-use Tide Pods® which provide a clean you can trust. Visit www.tide.com for product information, practical laundry tips, special offers and become a fan of Tide on Facebook (www.facebook.com/Tide) to see our latest offerings.

ABOUT THE PUBLIC THEATER AT ASTOR PLACE

Under the leadership of Artistic Director Oskar Eustis and Executive Director Patrick Willingham, The Public Theater is the only theater in New York that produces Shakespeare, the classics, musicals, contemporary and experimental pieces in equal measure. The Public continues the work of its visionary founder, Joe Papp, by acting as an advocate for the theater as an essential cultural force, and leading and framing dialogue on some of the most important issues of our day. Creating theater for one of the largest and most diverse audience bases in New York City for nearly 60 years, today the Company engages audiences in a variety of venues—including its landmark downtown home at Astor Place, which houses five theaters and Joe’s Pub; the Delacorte Theater in Central Park, home to its beloved, free Shakespeare in the Park; and the Mobile Unit, which tours Shakespearean productions for underserved audiences throughout New York City’s five boroughs. The Public’s wide range of programming includes free Shakespeare in the Park, the bedrock of the Company’s dedication to making theater accessible to all; Public Works, a new initiative that is designed to cultivate new connections and new models of engagement with artists, audiences and the community each; new and experimental stagings at The Public at Astor Place, including Public Lab and Public Studio; and a range of artist and audience development initiatives including its Public Forum series, which brings together theater artists and professionals from a variety of disciplines for discussions that shed light on social issues of the day. The Public also serves as a home for other New York City cultural programs that include The Shakespeare Society, The PEN World Voice Festival and City Center’s Fall For Dance. The Public Theater is located on property owned by the City of New York and receives annual support from the New York City Department of Cultural Affair. In October 2012 the landmark building at Astor Place was revitalized to physically manifest the Company’s core mission of sparking new dialogues and increasing accessibility for artists and audiences, by dramatically opening up the building to the street and community, and transforming the lobby into a public piazza for artists, students, and audiences. Key elements of the revitalization included an expanded and refurbished lobby and the addition of a mezzanine level with a new restaurant lounge, The Library, designed by the Rockwell Group. The LuEsther T. Mertz Charitable Trust provides leadership support for The Public Theater’s year-round activities. www.publictheater.org

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