



PRIMA THEATRE

941 Wheatland Avenue, Suite A, Lancaster, PA 17603
717.327.5124 | primatheatre.org

Prima Theatre is a non-profit organization that has produced experiential concerts and contemporary boutique musicals in Lancaster, Pennsylvania, throughout the past 13 years. Our calling card has been nationally-renowned powerhouse performers in fresh and invigorating theatrical experiences; programming birthed in an unexpected tertiary market known best for its historic Amish farmland. I am pleased to bring to your consideration the most highly attended and renowned productions in our history.

The Music of Queen+Journey (QJ) began as a bucket list project originally produced amidst the height of the COVID-19 pandemic. It played to packed outdoor parking lot crowds and later to sold-out convention center halls as health precautions loosened. A year later, the team came together at our home theatre for a two-weekend run for the most quickly pre-sold houses.

In an era of disunity, this music does the impossible. From 20-somethings who loved the movie *Bohemian Rhapsody*, to grandparents who listened to the 70s rock legends on vinyl, these songs cross generational boundaries. Even more magical is the crossing of political divides. A MAGA hat-wearing conservative danced and sang along with their neighboring ticket holders, a pregnant vegan lesbian couple. There's power in tunes we all know and love. Songs include "Bohemian Rhapsody," "We Are The Champions," "Anyway You Want It," and "Don't Stop Believin." QJ offers us all a reminder of what joy feels like.

Although the songs are classic, QJ is not a traditional tribute concert. This is **an invigorating and energetic celebration of the world's most incredible rock anthems, performed by diverse, jaw-dropping talent.** Singers include the incomparable Alyssa Wray, a recent American Idol top finalist. The national touring Brook Wood joins her along with Donovan Hoffer of America's Got Talent and TikTok fame. Combined, they have over 100,000 social media followers who loyally attend their performances. The three singers are costumed with a gloriously theatrical tip of the hat to the original era while performing thoroughly grounded in an authentic modern vibe. Their jaw-dropping performances reach unforgettable heights in tandem with a stellar four-piece band, confetti blasters, bubble machines, and laser light features.

Under my direction and the collaboration of Nashville Music Director Ali Murphy, The Music of Queen+Journey is now available for touring in a 75-minute concert experience with no intermission. Produced originally on a small outdoor portable stage and transformed for a proscenium theatre with a runway, QJ is a flexible concert to fit venues large and small.

Ticket holder survey data show the average patron to be a 48-year-old college-educated female with a household income of 100k or more. The concert's material naturally attracts an audience with discretionary income. Return rates for the second year's run of the show were an unheard-of 43%. As Queen cover bands are in the Top 5 of internationally best-selling acts, QJ offers venues in markets of all demographics a sure-fire win.

Mitch Nugent
Founder & Executive Artistic Producer, Prima Theatre