

Portland Center Stage at

THE **ARMORY**

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M E D I A R E L E A S E

Introducing PlayMaker

Portland Center Stage at The Armory's new web-based loyalty program

****The first 100 people to sign up today get 250 extra points****

VIDEO: [Welcome to PlayMaker](#)

LAUNCH PARTY: [Thurs, Sept. 7, 5-7 p.m.](#)



..... BILL SHAKESPEARE

10	1,490	4	510
RANK	POINTS	BADGES	POINTS TO NEXT LEVEL

August 29, 2017 – PORTLAND, OR. Portland Center Stage at The Armory has a new web-based loyalty program, **PlayMaker**, which allows theater fans to earn points for activities they already love to do, such as attending plays and special events, and redeem those points for rewards like VIP backstage tours and show posters. PlayMaker was developed by Portland-based Watson Creative, designers of the popular loyalty portals for sports franchises such as Portland Timbers, Denver Broncos and San Francisco 49ers. PlayMaker is the first such loyalty portal developed for arts audiences. PlayMaker was funded in part by grants from Theatre Communications Group and Wallace Foundation.

LAUNCH PARTY: Explore PlayMaker, earn points, take a tour of the *Fun Home* set, and enjoy complimentary snacks and a beer from our neighbors at Deschutes. DJ Prashant will be on hand to play Bollywood-inspired mixes and teach a few dance moves. The launch party is free and open to the public on Thursday, September 7, from 5 p.m. to 7 p.m. at The Armory.

HOW TO SIGN UP: Sign up for **PlayMaker** at pcsplaymaker.org. The first 100 people who sign up today can use the code FREE250 to get 250 points.



EARN POINTS: Once fans are signed up for PlayMaker, they can earn points by following The Armory’s social media accounts, purchasing theater tickets, purchasing items from the bar, attending special events, reading resource guides, making donations, taking a selfie in front of The Armory’s firewall, and – the ultimate point earner – purchasing a season subscription. Users even get points for logging in each day.

REDEEM POINTS: Points can be redeemed in three ways – through **rewards**, **auctions** or **sweepstakes**. Each option provides an ever-changing mix of cool perks and prizes.



REWARDS: Once fans accrue enough points, they can use them to claim rewards such as gift cards for The Armory Cafe, tickets to a show, or private backstage tours.

AUCTIONS: Points can also be used to bid on premium auction prizes, such as a pre-show party in The Armory’s Ovation Room, complete with complimentary snacks and drinks.

SWEEPSTAKES: For the ultimate in VIP access, points can be used to enter limited-time sweepstakes where one lucky winner gets an exclusive opportunity, such as watching a play from the wings.

LEADERBOARD: To add to the fun of PlayMaker, participants can see how they rank compared to other users and compete for the highly coveted top ten ranking.

MAKE YOUR OWN PLAY: When users first sign up for PlayMaker, they begin with an empty stage primed for a production of the beloved musical *Oklahoma!*. As points are accrued, fans unlock levels to select scenery pieces, performers and props to populate their stage. Once they've unlocked the whole production, they get to select an alternate ending to this classic show. After fans have unlocked every level, a new production awaits.



PORTLAND CENTER STAGE AT THE ARMORY

[Portland Center Stage at The Armory](#) is the largest theater company in Portland and among the top 20 regional theaters in the country. Established in 1988 as a branch of the Oregon Shakespeare Festival, the company became independent in 1994 and has been under the leadership of Artistic Director Chris Coleman since 2000. Around 150,000 visitors attend The Armory annually to enjoy a mix of classical, contemporary and world premiere productions, along with a variety of high quality education and community programs. 11 productions are offered each season, in addition to roughly 400 community events created — in partnership with 170+ local organizations and individuals — to serve the diverse populations in the city. As part of its dedication to new play development, the company has produced 23 world premieres and presents an annual new works

festival, JAW: A Playwrights Festival. Home to two theaters, The Armory was the first building on the National Register of Historic Places, and the first performing arts venue, to achieve a LEED Platinum rating.

2017-2018 SEASON SPONSORS

The [2017-2018 season](#) is funded in part by Season Superstars Tim and Mary Boyle and Lead Corporate Champion Umpqua Bank. Further support comes from Season Sponsors the Regional Arts and Culture Council, The Wallace Foundation and Oregon Arts Commission, a state agency funded by the state of Oregon and the National Endowment for the Arts. Mark Spencer Hotel is the official hotel partner for the company. Portland Center Stage at The Armory is a participant of the Wallace Foundation's Building Audiences for Sustainability Initiative, a four-year effort with a nationwide cohort of 26 performing arts organizations, and the Audience (R)Evolution Program, funded by the Doris Duke Charitable Foundation and administered by Theatre Communications Group, the national organization for the professional not-for-profit theater.

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