

The Perfect Press Release for Touring Theatre Shows

(Tribute Acts, Theme Shows, and Beyond)

Why Press Releases Matter

In the world of touring theatre shows, tribute acts, and themed productions, visibility is everything. You may have a flawless performance, talented musicians, and a polished production, but without effective communication your audience may never know it exists. That is where the press release becomes a critical tool.

A press release is far more than an announcement. It is a professional, structured piece of communication designed to capture the attention of journalists, editors, bloggers, festival programmers, and promoters. Its role is to present your show as newsworthy, timely, and relevant to the people who hold the keys to publicity. A strong press release can lead to features in regional newspapers, coverage on local radio, or listings in influential “What’s On” guides. Each of these placements can directly impact ticket sales, raise your profile, and establish credibility with audiences and industry alike.

Many artists underestimate the power of a press release or they produce something too casual, too self-focused, or too long-winded. Others forget that the press release is a professional format with established conventions. A journalist should be able to read one in under a minute and instantly know the story, the facts, and the hook. That level of clarity and professionalism is what separates shows that get covered from those that disappear unnoticed.

Understanding the Purpose

Before writing a press release, it helps to understand what it is not. A press release is not a flyer or a social media post. It is not written for ticket buyers directly. Instead, it is written for the people who can amplify your story. Journalists and editors need to fill pages, broadcasters need to fill segments, and listings editors need concise copy they can drop into their pages. Your job is to make that process as easy as possible.

A strong press release serves four purposes. It presents your show as newsworthy. It provides clear, factual information about what is happening. It offers context and quotes that a journalist can lift straight into their piece. And it saves them time. If you keep those four aims in mind, your release will always be on the right track.

The shows that succeed in gaining regular coverage are usually the ones that recognise the journalist’s perspective. Imagine you are an editor with fifty press releases in your inbox every day. Which will you choose to publish? The one that answers all your questions quickly and gives you ready-made copy. If your release is vague, confusing, or self-indulgent, it will be ignored.

The Anatomy of a Strong Press Release

Like a theatre script, a press release has a recognisable shape. Stray too far from this and you risk confusing or frustrating the very people you need to impress.

The Headline

The headline is the hook. It should be short, engaging, and instantly communicate what is happening. Avoid overblown language and stick to the facts.

Examples:

- *Award-Winning Queen Tribute Brings Spectacular Theatre Show to Derby*
- *New 80s Theme Musical Launches UK Tour This Autumn*

Both examples give the reader an instant understanding of what the story is. Compare this with: *The Best Tribute Band You ll Ever See in Your Life*. That type of hype is subjective, off-putting, and unprofessional.

The Opening Paragraph

The opening paragraph is the most important part of the release. In two or three sentences it should answer the five W's: who is performing, what the show is, when it is happening, where it is happening, and why it matters.

For example:

"Celebrated tribute act Beat The Drum – The Runrig Experience will bring their powerful theatre production to Nottingham s Royal Concert Hall on Friday 12 September. The show, which has already sold out venues across Scotland, celebrates the music of Runrig in a stunning live performance filled with atmosphere and emotion."

This tells the journalist everything they need to know in seconds.

The Body

Once the essentials are covered, the body of the release expands with context. This is where you give background about the act or production, mention notable achievements, and include a strong quote.

Quotes are vital. They bring the human voice into the release and can be lifted directly into an article. A good quote should sound natural and specific. Instead of "We are delighted to perform this show," try: "We cannot wait to bring this show to Nottingham. The audience energy there is always incredible, and this venue has a special place in our journey."

The body can also highlight unique selling points. Does the production feature a thirty-foot video wall? Are you working with a well-known choreographer? Have you just returned from a successful international tour? These details give journalists more angles to work with.

The Boilerplate

Every press release should close with a boilerplate — a short "about" section that provides consistent background. Think of it as your signature. Keep it concise and use it across all releases.

For example:

"Artist Republic represents some of the UK's most dynamic tribute and theatre productions. With a reputation for quality and professionalism, its shows tour nationally and internationally, bringing audiences unforgettable live music experiences."

Writing with Impact

The best press releases are easy to read. They are professional, neutral, and to the point. Avoid hype, avoid superlatives, and avoid writing like you are posting on social media. Think like a journalist.

Stick to the third person, keep paragraphs short, and prioritise clarity. A journalist will not spend long trying to unpick what you mean. If the facts are not immediately obvious, they will simply move on.

Supporting assets can make the difference between coverage and silence. Always provide a high-resolution photo, preferably landscape, with a clear subject. Provide links to video trailers or an Electronic Press Kit if you have one. And never forget the basics: your name, your contact details, and a working phone number.

To see the contrast, here is a comparison of weak vs strong copy:

Weak:

"We are the UK's number one band, guaranteed to deliver the best night out of your life."

Strong:

"Having already sold out theatres in Glasgow and Edinburgh, the show combines a live seven-piece band with immersive visuals to recreate the energy of the original concerts."

One is hype. The other is fact-driven and still compelling.

Timing and Distribution

A beautifully written press release achieves nothing if it is sent at the wrong time or to the wrong person.

Timing is crucial. For a touring theatre show, the first release should go out three to four months before the performance. This allows long-lead publications and festival listings to pick it up. A second release closer to the date, around two or three weeks before, gives you another wave of coverage and can push ticket sales.

Distribution matters just as much as timing. A tailored press list is invaluable. Do not rely on generic inboxes. Identify the arts journalists at your local papers, the producers at your local radio stations, and the bloggers who cover theatre. Keep the list organised and updated. Remember that local coverage often sells more tickets than national attention.

Send press releases by email. Paste the text into the body of the email and attach a clean PDF. Use a factual subject line such as "Press Release: Beat The Drum at Nottingham Royal Concert Hall, 12 September." Include at least one high-quality image and make it easy for the journalist to access more if they need them.

A polite follow up can be effective, but do not overdo it. A single reminder is enough. Journalists are busy and chasing them too hard can harm your relationship.

Tailoring for Different Shows

Not all productions are the same. A tribute act requires a different emphasis than a themed original show. Tribute press releases should highlight authenticity, attention to detail, and connection to the original band's legacy. Themed productions or concept shows may need more focus on originality, creativity, and storytelling.

For example, a Queen tribute might stress the scale of the production and the dedication to reproducing the band's legendary concerts. A brand-new 80s theme show might highlight the costumes, choreography, and cultural nostalgia that makes it fresh and entertaining.

The principle remains the same: clarity first, colour second. Journalists want facts, but they also want angles that make a story appealing.

Building Relationships with the Media

Press releases are not just about single events. They are part of building an ongoing relationship with the media. If you consistently send professional, useful releases, journalists will begin to recognise your name and trust your content. Over time, this makes them more likely to cover you without hesitation.

Be respectful of their time. Always give them what they need, when they need it, and avoid unnecessary follow-up. Offer them good images, good quotes, and good stories, and they will see you as a reliable source.

Final Checklist

Before you hit send, take a final look. Ask yourself:

- Does the headline clearly state what is happening?
- Does the opening paragraph answer who, what, when, where, and why?
- Is the tone professional and concise?
- Have you included a strong, authentic quote?
- Does the release close with a boilerplate about the artist or company?
- Are the contact details clear and correct?
- Have you attached at least one high-quality image?
- Is the release under two pages in length?
- Have you chosen the right timing and recipient?

If the answer to all of these is yes, you have created a professional press release that stands every chance of being picked up and published.