

LATE JOYS

PLAYERS THEATRE - THE ARCHES, VILLIERS STREET, STRAND, LONDON WC2 6NG. MAY 1992

Save The Players - Target £200,000

Hit by the recession and a decline in the number of members and their guests attending performances of **LATE JOYS**, the Players' Theatre Club is now faced with severe financial difficulties.

Since 1990 and the return to the new theatre under the Arches, the greatly improved facilities have proved increasingly expensive to maintain. Drastic steps have to be taken immediately to ensure its survival.

The longer-term target is to raise £200,000 to put the club on an even keel — in the short-term an immediate cash input is needed to overcome current financial problems.

A number of options have been carefully examined by the Executive Committee and several have already been implemented. Much more needs to be done, but with the help and support of members this unique Club can and will survive.

An immediate and significant cost-saving can be achieved by not opening the theatre for the **LATE JOYS** on Tuesday and Wednesday evenings. The size of audience on these two evenings no longer justifies the considerable overheads involved. The savings, on the other hand, can put us well on the way to the first vital £100,000 of the target figure.

Starting from Tuesday 5 May there will be no performances of the **LATE JOYS** on Tuesday and Wednesday evenings. The bar and restaurant facilities will be available as usual and it is the management's intention to raise additional capital by hiring the theatre to outside theatrical groups at the beginning of each week.

The **LATE JOYS** will be produced on Thursday/Friday/Saturday and Sunday evenings and the run of each bill will be extended from two to three weeks.

* The first Thursday evening of every new programme will be a Members' Night and each member will be entitled to bring two guests free — any additional guests will be charged at the normal ticket rate.

This step is a temporary measure and 'normal service will be resumed' as soon as the Club finances are in a healthier position. Booking is advisable.

How You Can Help

The immediate problem is one of cash flow. We are therefore launching a 'Save The Players' appeal and there are a number of ways in which members can help.

* We are appealing for a donation of a minimum of £10 from all members — and please — we need the money **NOW**. In return for your donation we will issue a voucher to be exchanged at the box office. This will work on a pro rata basis (a £10 donation = 1 voucher; £20 = 2 vouchers and so on).

Please send or bring to the Club with you, cheques or postal orders made payable to 'The Players' Theatre'.

* £25 will buy a 'Save The Players' plaque, engraved with your name, to be permanently displayed in the foyer bar area. Plaques may be purchased by individuals or groups — an unusual and practical ►

The Players' invite you to 'Two Very Special Evenings' on Sunday 31 May 1992 at 7.45pm and on Sunday 5 July 1992 at 7.45pm in aid of the 'Save The Players' appeal. Guests Artistes and a pre-show Gala Dinner Members — £30 — guests £45 to include half-bottle of wine per person with dinner (Show only — members £10 — guests £20) Guest artistes to be announced. Enjoy a free glass of champagne on arrival.