

(SAM)

BUDDY THE ELF'S JOURNEY THROUGH THE CANDY-CANE FOREST AND INTO THE LINCOLN TUNNEL HAS MADE A STOP IN SYRACUSE. N-C-C'S PJ CLARK HAS MORE ON HOW AUDIENCES ARE FILLING UP THE SEATS AT SYRACUSE STAGE.

(TRACK 1)

"THE BEST WAY TO SPREAD CHRISTMAS CHEER IS SINGING LOUD FOR ALL TO HEAR." BUDDY THE ELF MIGHT'VE BEEN RIGHT ON THE MONEY WITH THAT STATEMENT, AS "ELF: THE MUSICAL" HAS BEEN CAPTIVATING AUDIENCES AT SYRACUSE STAGE SINCE NOVEMBER 30TH. ACCORDING TO JOSEPH WHELAN, THE DIRECTOR OF MARKETING AND COMMUNICATIONS FOR SYRACUSE STAGE, THE THEATER LOOKS FOR A SHOW TO PLEASE ALL AGES DURING THE HOLIDAY SEASON.

[TAKE SOT

NAME:JOSEPH WHELAN

DURATION:0'12"]

("Obviously, we're looking for something that we know families can come to. We want grandparents, you know, parents, kids. But we want something that appeals to a wide range of people, a musical.")

(Track 2)

AS FOR THE CURRENT PRODUCTION, IT SEEMS AS IF AUDIENCE MEMBERS SHARE BUDDY'S AFFINITY FOR ELF CULTURE. WHELAN SAYS THE SHOW HAS BEEN INCREDIBLY POPULAR THUS FAR.

[TAKE SOT

NAME:JOSEPH WHELAN

DURATION:0'13"]

("It's been going great. I mean, we have a six week run, and I just checked in the box office, I think we have about 400 tickets unsold. So it's done really well in terms of how it's performed at the box office.")

(Track 3)

AUDIENCES CAN WATCH BUDDY FIND THE "WORLD'S BEST CUP OF COFFEE" AT SYRACUSE STAGE UNTIL "ELF: THE MUSICAL" CLOSES ON JANUARY 6TH. I'M PJ CLARK, REPORTING FOR N-C-C NEWS.