

## Concerning pricing of PLATO theater trips

In this year of rebuilding PLATO Special Events back to what it used to be before COVID we would like to explain to our theater goers what's happening with ticket prices.

We have planned two theater trips this Fall that have experienced lower than desired registration numbers and two other events were very popular. One reason for the low attendance seems to be that during COVID members have gotten out of the habit of anticipating PLATO event announcements and their social calendars are complete. We suspect that another reason is the price of some trips are higher than before COVID. We are all familiar with the inflation that has raised prices on just about everything including bus transportation, restaurant prices and theater tickets.

We are looking forward to a full audience for a matinee performance of Stones in his Pockets on November 17, 2022 at American Players Theater in Spring Green. It promises to be a delightful event and is already sold out at the Box Office. But, because there are no food facilities open at APT in November, this trip requires us to stop at a restaurant before the play and include the price of the luncheon buffet in our registration fees. Normally on our theater trips, you have the choice of where and when to eat but for the convenience of everyone this trip is an exception. We hope you understand and consider joining us despite the higher than usual price. Luncheons before a play are always enjoyable social events and we look forward to this luncheon at the Old Feed Mill in Mazomanie, WI.

Be assured that your Special Events Committee and the PLATO Board are working together to keep future prices as low as possible.

With Regards

Carla and Michael Diiorio, Co-Chairs, Special Events Committee