



FOR IMMEDIATE RELEASE

July 10, 2014

**Paramount Arts Center Launching New Season with a
PAC-Cache and Chance to Win Tickets to Shows**

Ashland, KY - If you like to geo-cache, solve puzzles, do scavenger hunts and win stuff, then join us for the first-ever PAC-Cache, Saturday, July 12 @ 10 AM - Noon. Here's how it works. Meet at the Paramount's lobby entrance at 10 a.m. If you are a geo-cacher, you can use your APP, everyone will get clues to find the CATS—characters from the cast of our upcoming CATS, the musical will be strategically hanging out near Ashland area geo-cache spots. Every time you find a CAT, you get to draw for a chance to win tickets to shows and discounted tickets. By shows, I mean, from our upcoming amazing season kicking off with Colbie Caillat and Vicki Lawrence & Mama, then on to Jekyll & Hyde, Guys & Dolls and 30 other amazing shows. For even greater chances to win, posting pics of CATS and tagging the Paramount, puts your name in the hat for, yes, more tickets. The 'hunt' is scheduled throughout downtown Ashland. No reservation is required. Questions, email jenny@paramountartscenter.com. PAC-Cache is sponsored by Pets Unlimited and Greater Ashland Beacon.

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