

PRESS RELEASE

FOR IMMEDIATE RELEASE

November 12, 2009

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DANCE THE NIGHT AWAY!

EIGHTH ANNUAL NEW YEAR'S EVE GALA AT THE PALAIS ROYALE!

The Palais Royale – South Bend's Premier Event Facility -- is pleased to host its eighth annual New Year's Eve gala event on Thursday, December 31, which starts at 8:00 p.m. By popular request, this year's event features the return of The Tom Milo Big Band, an 18-piece big band well-known to dance couples, playing a wide selection of music, ranging from the Glenn Miller tunes of the 40's, to Frank Sinatra, to the contemporary hits of artists like Whitney Houston and Billy Joel. Many of the band members have toured with top name musicians such as Stan Kenton, Les Elgart, Duke Ellington, and others. Join us on New Year's Eve for a fine dining experience and the opportunity to ring in the New Year on the area's most historic dance floor. Again this year, black tie is optional.

The Palais Royale Ballroom opened in 1922 and hosted all the major big bands of the day. Duke Ellington, Tommy & Jimmy Dorsey, Harry James, Guy Lombardo and Cab Calloway are just a few of the great bands seen at the Palais in its heyday. There were dances every night of the week and the Palais was *the* place for countless celebrations, performances, dances and gatherings. In the 1940's, the Palais was used as a WWII serviceman's center. After the war the ballroom was transformed into a boxing arena, bowling alley and roller hockey rink. In 1967, the Palais became "The Top Deck" a teen nightclub. The ornately decorated walls were spray-painted with 140 gallons of flat black paint and neon cartoon decals were pasted on the walls. Within a year, the venue was shut down and remained virtually unused for over 30 years.

Having been neglected and severely damaged during its years of vacancy, the ballroom underwent an extensive 12 month restoration at the cost of \$ 6.9 million, reopening on New Year's Eve 2002. Today the Palais has become the premier event facility in South Bend hosting a variety of celebrations from weddings, award ceremonies, fundraisers, receptions, banquets, business and social events. Proceeds from the event will be added to the Morris Center Endowment Fund to assist with continued historic preservation of the ballroom. Your attendance at the event will help keep the Palais shining!

The South Bend Tribune, 960AM WSBT, SUNNY 101.5, 95.3 WAOR, and WNIT are sponsoring this year's New Year's Eve. For the eighth straight year in a row, the Palais Royale is sure to be the HOTTEST SPOT on New Year's Eve! Hurry and purchase tickets by calling the Morris Box Office NOW at 574-235-9190.

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