JUNGLE THEATER PARTNERS WITH FALLON, CREATING GROWTH AND NEW RELEVANCY

MINNEAPOLIS, MINN (November 6, 2018) – Fallon and Jungle Theater have joined together to give the theater a fresh new facelift. Throughout the next year, the theater will update its presence in the digital and physical world, representing the growth that has been happening on the stage.

“We love design at the Jungle, and I believe our designers are co-storytellers,” said Artistic Director Sarah Rasmussen. “It’s thrilling to bring that love of design into refreshing our visual brand. And working with the phenomenal creative talent at Fallon is beyond rewarding.”

Early in 2018, previous Jungle Board Member Jeffrey Bores met with Fallon CEO Mike Buchner and expressed an interest in working together. The feeling was mutual, and Buchner created a team to tackle the project. Bores couldn’t have been more excited. “The abundant resources and talent Fallon committed to the project is really amazing for our theater,” he said. “Artists helping artists figure out how to tell our story about the art we make through branding. What could be more amazing than that?”

Poster designs and color schemes are just some of the things that will be implemented into the Jungle’s presence. Starting with a logo change, the theater will begin small alterations to its appearance immediately, eventually ending with more extensive interior work.

“Working with Sarah and her team to update their brand identity has been a real pleasure, as well as a passion project for our people,” said Fallon’s Buchner. “We have a world-class theater right in our backyard and we just wanted to do our part to help create a new look and feel for the Jungle that is reflective of the talent, creativity, and stories in the amazing productions that they bring to our community every year.”
ABOUT FALLON

Fallon Worldwide is a Minneapolis-based advertising agency that's part of Publicis Communications, the hub of creative agencies within Paris-based Publicis Groupe S.A. Fallon clients include Arby's, Comedy Central, Danone, Hotwire, and Big Ten Network. Fallon Worldwide is one of the world's most critically acclaimed creativity companies, delivering breakthrough ideas for some of the world's leading brands. Additional information can be found at [www.fallon.com](http://www.fallon.com).

ABOUT JUNGLE THEATER

As a flagship example of the transformational power of the performing arts, the Jungle shares stories that entertain, enrich and delight. The Jungle Theater features acclaimed productions of contemporary plays and fresh interpretations of classics, sparking meaningful dialogue with audiences through compelling stories, masterful acting, and exquisite design.

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* A photo of the branding team is available at [jungletheater.com/press](http://jungletheater.com/press) in the press room files.