

# IMPACT THEATRE FOR IMMEDIATE RELEASE

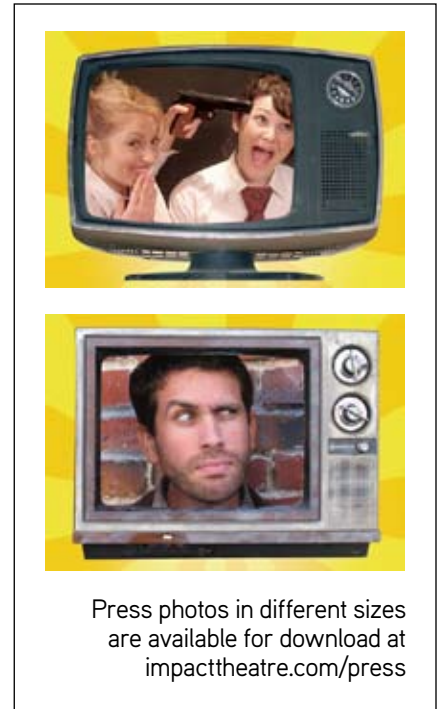
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## DON'T TOUCH THAT DIAL — THE LIVE-ACTION *CARTOON* EXPLODES IN ITS WEST COAST PREMIERE AT IMPACT THEATRE, OPENING FEB 2, 2007

Backstage farce meets commedia in the violent world of Saturday morning TV

**BERKELEY, CA, JANUARY 8, 2007**—Impact Theatre ratchets up the action with the west coast premiere of Steven Yockey's *Cartoon*. *Cartoon* opens February 2, 2007 and plays Thursdays through Saturdays at 8pm until March 10, 2007 (pay-what-you-wish preview February 1) at Impact's home, La Val's Subterranean in Berkeley.

A wild ride through the seamier side of the Saturday-morning animated world, *Cartoon* is a devilishly violent social commentary about the mindless killing that happens around us every day. The play also takes aim at the unbridled consumerism of kiddie television, which is terrifyingly successful at transforming American children into retail addicts who simply must have the latest, greatest...well, whatever advertisers are selling. But no need to get too hung up on the subtext; *Cartoon* is first and foremost an outrageously physical comedy about greed and power. If Molière were alive today, this is the kind of show he'd be writing.



Here's the story: It's just before dawn in the world of cartoon characters, a world run by an egomaniacal dictator named Esther who rules with a giant hammer and a powerful (yet elegantly vintage) microphone. A young upstart named Trouble steals the giant hammer, attempting to foment a revolt that his fellow cartoonistas may or may not want. The anime schoolgirls, Yumi and Akane, just want to gossip and shop—when they're not fighting each other over the attentions of Rockstar. The wordless suitor just wants to woo the damsel, albeit with unfortunately chosen gifts such as bombs. Winston, a puppet, just wants to be free of his strings. Rockstar, a big stuffed animal with claws just wants to maul people. There is quite a bit of killing in this play, and when characters die, they stay dead; the stage is littered with bodies by the curtain call.

Tickets for *Cartoon* are \$15 general, \$10 student/senior/TBA members. **For the first time ever, tickets are available online at [impacttheatre.com](http://impacttheatre.com).** Pay-what-you-wish rush tickets are available for Thursday night performances beginning a half hour before the performance.

**For cost-conscious patrons, Impact is also introducing the Impact 6-Pack: six admissions for the price of four.** The six admissions can be used for any number of people in your party; for example, you and a friend can go together to three shows for the price of two, or you could bring a group of six to a single show and pay for only four of them.

For more information, please call 510-464-4468 or visit [impacttheatre.com](http://impacttheatre.com). Press photos in a variety of formats and PR archives can be found at [impacttheatre.com/press](http://impacttheatre.com/press).

## **ABOUT THE ARTISTS**

**Steve Yockey** (playwright) is the playwright-in-residence with Atlanta's Out of Hand Theater. His first collaboration with the company was 2003's *Help!* The show enjoyed two sold-out runs in Atlanta and a slot in the 2005 New York International Fringe Festival. His next project for Out of Hand was the hyper-melee reality blender *Cartoon*, which premiered at Atlanta's 7 Stages in April 2006. Steve is also a regular fixture at Dad's Garage Theatre Company in the annual 8 1/2 X 11 Festival series including: *Stop Motion* (2004), *Swallow* (2005) and *Snuff Film* (2006). Dad's Garage produced the World Premiere of *Sleepy*, a work commissioned to inaugurate their new Top Shelf Series, directed by Artistic Director Kate Warner in 2005. His new play (for adult audiences only) *Skin* will open at Dad's Garage in February 2007. Actor's Express will also produce a workshop of Steve's new play *Octopus*, co-directed by Daniel May, in 2007. Steve is a Phi Beta Kappa, Summa Cum Laude graduate of the University of Georgia where he studied economics and theatre and developed a near-obsessive devotion to Georgia Bulldog football. He is currently enrolled in the MFA Dramatic Writing Program at NYU's Tisch School of the Arts.

**Mark Routhier** (director) has had his plays developed, workshopped, and/or produced in Aspen, CO, Burlington, VT, Chicago, and San Francisco. He has directed in the Bay Area for Encore Theatre (*The Bone Man of Benares*, *70 Scenes of Halloween*), Mettle Theatre (*someguy*, *Drunken Grownups*, *Iphigenia and Other Daughters*), Mostly Grounded Theatre Company (*Cowboy Mouth*), and American Citizens' Theatre (*Exit the King*). He is a recipient of the Playground Emerging Playwrights Award for his play *Spotter* that premiered in the Best of Playground Festival. His short play *Leaving* recently premiered in the Smorgasbord of Shorts II at AlterTheatre in Marin County. He's directed workshops of Eisa Davis's *Bulrusher* for SF Stage & Film, Marisa Wegrzyn's *Hickorydickory* and Rajiv Joseph's *Bengal Tiger at the Baghdad Zoo* at the Magic Theatre. He dramaturged Lucy Thurber's *Monstrosity* for Encore Theatre, Mike Geither's *Stars Fell All Night* for the Bay Area Playwrights Festival, and Tim Lord's *The Secret History of Caleb Caan* for the University Playwrights Workshop at Stanford. He is the literary manager and the Sloan Initiative program director at Magic Theatre where he has directed workshops for New Voices West, several readings for Magic Theatre's Raw Play Series, and for the NNPN Showcase. He also sits on the executive committee of the National New Play Network (NNPN) as the chair of the literary managers. He received his MFA in dramatic writing from NYU.

## **ABOUT IMPACT THEATRE**

Since 1996 Impact Theatre has spoken to a new generation of theatregoers and enthusiasts alike who want to see something fresh and bold on stage. Impact's audience ranges from students to professionals to seniors, all of whom share a taste for exciting, unpretentious theatre that doesn't conform to stale assumptions of what constitutes high culture.

Impact's primary mission is to directly contribute to the future of American theatre through focusing on new plays by emerging playwrights. Impact has produced 17 full-length world premieres, including 12 by local playwrights, as well as dozens of world-premiere ten-minute plays by burgeoning writers nationwide in the Impact Briefs series. Impact also prides itself on its fast-paced, vital, contemporary spins on classic drama.

Impact shows compel, provoke, and inspire, at prices everyone can afford. And nowhere else in the Bay Area can you eat pizza and drink beer while you're watching a play. **The *Daily Californian* included three Impact shows in its list "Top Ten Plays of 2006."**

## **FOR CALENDAR EDITORS**

- PRODUCTION:** *Cartoon* (West Coast Premiere)  
by Steven Yockey  
Directed by Mark Routhier
- WHEN:** February 2–March 10, 2007  
(preview February 1)  
Thursdays, Fridays & Saturdays at 8pm
- WHERE:** Impact Theatre  
La Val's Subterranean  
1834 Euclid Ave, Berkeley, CA 94709
- ADMISSION:** \$15 general / \$10 students/seniors/TBA  
Thursday pay-what-you-wish rush, at the door, cash only, no reservations
- MORE INFO:** [impacttheatre.com](http://impacttheatre.com)  
Press photos and PR archives at [impacttheatre.com/press](http://impacttheatre.com/press)
- BOX OFFICE:** [impacttheatre.com](http://impacttheatre.com) / [brownpapertickets.com](http://brownpapertickets.com)
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