

GET READY FOR A WILD RIDE—IMPACT THEATRE ANNOUNCES THE REST OF ITS “SEAT-OF-OUR-PANTS” 12TH SEASON

Featuring new stories from old friends and Impact’s first-ever non-Shakes classic

BERKELEY, CA, OCTOBER 3, 2007—Impact Theatre has one big step up over the largest nonprofit theatres: the small Berkeley company doesn’t have to announce a season before it’s ready, just to protect subscription dollars. That advantage came in handy when Artistic Director Melissa Hillman was competing to corral a cohesive quartet of shows for its 2007–08 season. Nonetheless, Impact opened its season with the West Coast premiere of Steven Yockey’s *Sleepy* and dubbed it the first show of its “Seat-of-Our-Pants” 12th season.

Now Impact has finally decided on three great choices to round out the season, which includes new stories from old friends as well as Impact’s first non-Shakespeare classic after five solid hits with ol’ Will.

First, starting November 16, 2007, Impact gets into the spirit of the season with *A Very Special Money & Run Winter Season Holiday Special*. Wayne S. Rawley’s action-adventure serial for the stage—episodes one through four were huge audience favorites—returns with a timeless tale. The lovable outlaw heroes are once again on the run and find themselves at a seemingly unassuming motel where a pregnant virgin and her boyfriend are relegated to the garage, and Big Momma Bob wants to exploit the whole thing. The *Seattle Weekly* called this episode “*the perfect antidote to the impending overload of yuletide schmaltz and tinhorn consumerism, as the season of giving descends on us once again. Its comedy works like a tonic.*” The show will be directed by Jeremy Forbing, who brought down the house as Lucio in last season’s *Measure for Measure*.

Artistic Director Hillman says, “Impact has never done a holiday show before. For a company run by two Jews, you just know our first-ever Christmas show would have to be *Money & Run*.”

Next, on February 15, 2008, storyteller/playwright Prince Gomolvilas and singer/songwriter Brandon Patton reload the record machine with all-new tales, tunes, and tons of fun in *Jukebox Stories: The Case of the Creamy Foam*. Following last season’s critically acclaimed world premiere of *Jukebox Stories*, Prince and Brandon once again leave the set list up to the audience, give away prizes to lucky winners, and mix it up every night. Part theatre piece, part live music performance, *Jukebox Stories: The Case of the Creamy Foam* promises to be a theatrical experience like none other—and never the same way twice.

“Those who came to see the first *Jukebox Stories* couldn’t get enough of it,” Hillman recalls. “A lot of them returned several times, and some of them saw it as many as five times—and loved it more every time. We were selling out at the end of the run but unfortunately couldn’t extend, so we’re thrilled that we get another chance to introduce this show to as many people as possible.”

Impact closes out its season with its classic slot—but this time it's Jacobean drama, not Shakespearean: **the company deemed “feisty” by the *San Francisco Chronicle* lives up to its reputation with its production of John Ford's *'Tis Pity She's a Whore*.** Artistic Director Hillman directs this down-and-dirty tale of incest and bloodshed, opening May 2, 2008.

“This was actually the first play I'd decided on for the season, back before A.C.T. announced it was part of their season as well,” Hillman says. “I've been thinking about it for years and finally felt now was the right time to do it. **Just like with *Measure for Measure*, this play belongs in La Val's Subterranean—our basement is the perfect setting for a tragedy like this.**”

And finally, critics who knew Impact had called 2007–08 the “Seat-of-Our-Pants” season got it mostly right that the company hadn't previously announced the final three plays, but there was another reason as well: **this season the company is dedicated to improving seating, among other issues, in La Val's.** To that end, the company is hosting ***Full Houses: A Poker Tournament to Benefit Impact Theatre on Saturday, October 20***, and later in the fall will announce a major fundraising campaign to pay for comfortable new seats. By the 2008–09 season, already named “The Bar Mitzvah Season” (after the Jewish rite of passage for 13-year-olds), audiences should be sitting quite pretty.

For more information, please visit impacttheatre.com.

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,” and the company has a five-star rating on Yelp.com.**

FOR CALENDAR EDITORS

PRODUCTIONS: *A Very Special Money & Run Winter Season Holiday Special*
by Wayne S. Rawley, directed by Jeremy Forbing
November 16–December 22, 2007 · Thu–Sat 8pm (no show Nov 22)

Jukebox Stories: The Case of the Creamy Foam
stories written and performed by Prince Gomolvilas
songs written and performed by Brandon Patton
February 15–March 22, 2008 · Thu–Sat 8pm

'Tis Pity She's a Whore
by John Ford, directed by Melissa Hillman
May 2–June 7, 2008 · Thu–Sat 8pm

SPECIAL EVENT: *Full Houses: A Poker Tournament to Benefit Impact Theatre*
Saturday, Oct 20, 2007
Special admission price: \$50, with optional \$25 rebuys

WHERE: La Val's Subterranean, 1834 Euclid Ave, Berkeley, CA 94709

ADMISSION: \$15 general / \$10 students, seniors, and TBA members

MORE INFO: impacttheatre.com

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