

# IMPACT THEATRE FOR IMMEDIATE RELEASE

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## IMPACT THEATRE GOES ALL IN WITH *FULL HOUSES*, A BENEFIT POKER TOURNAMENT—TOP PRIZE IS AN IPHONE

No bluff—there will be dozens of winners Saturday, October 20, 2007

**BERKELEY, CA, SEPTEMBER 18, 2007**—Impact Theatre raises the ante on arts fundraisers with its first-ever poker tournament, aptly named *Full Houses: A Poker Tournament to Benefit Impact Theatre*, on Saturday, October 20, 2007 at Impact's home, La Val's Subterranean in Berkeley. Participants will play No-Limit Texas Hold-Em, with a massive prize pool up for grabs and pizza and desserts throughout the night.

The top prize is a new 8GB Apple iPhone, and the runner-up prize is \$200 in gift cards to Bloomingdale's and Nordstrom, but the real news is that **anyone who gets a full house or better during the tournament, even if they don't win the hand, gets one of the other prizes.** And what prizes they are: theatre tickets to A.C.T., Berkeley Rep, Cal Shakes, Magic Theatre, Shotgun, and other top Bay Area companies; gift cards to local businesses; movie tickets; jazz performance tickets; an autographed *Simpsons* script; and much more. What's more, **even the first player out of the tournament gets one of the prizes.**

"We specialize in theatre that's relevant to our audience," Impact Theatre Artistic Director Melissa Hillman says, "so naturally the kind of benefit we'd have is relevant to them, too. Of course, poker was meant to be played in a basement, and La Val's Subterranean is the perfect basement for a benefit tournament like this. Best of all, you could be the worst poker player in the world and still win an awesome prize worth more than the buy-in just for getting a full house or better...or being the first one out."

Proceeds will help Impact, a short-stacked nonprofit theatre famous for keeping ticket prices affordable, not only keep the lights on but increase its ability to take care of both its artists and its audience.

"Because our ticket prices are comparable to that of a movie ticket, we can't cover all our costs through ticket sales alone," Hillman says. "Plus, **we're on a mission this season to improve seating and reduce noise in La Val's, and this benefit will help get us there.**"

The tournament is limited to 54 players, and players must be at least 21 years of age to participate. The buy-in for *Full Houses* is \$50, with unlimited \$25 re-buys for the first two hours of the tournament. **Tickets are available online at [impacttheatre.com](http://impacttheatre.com).** Some event sponsorships are still available.

For more information, please visit [impacttheatre.com](http://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

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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**

- EVENT:** *Full Houses: A Poker Tournament to Benefit Impact Theatre*
- WHEN:** Saturday, Oct 20, 2007  
Registration begins at 6pm  
Tournament starts promptly at 7pm  
Tournament ends promptly at midnight
- WHERE:** La Val's Subterranean, 1834 Euclid Ave, Berkeley, CA 94709
- ADMISSION:** \$50, with \$25 re-buys until 9pm  
Tournament is limited to 54 players  
All players must be at least 21 years of age
- MORE INFO:** [impacttheatre.com](http://impacttheatre.com)
- BOX OFFICE:** [impacttheatre.com](http://impacttheatre.com) · [brownpapertickets.com](http://brownpapertickets.com)
- PRESS CONTACT:** Melissa Hillman or Cheshire Isaacs  
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