

IMPACT THEATRE FOR IMMEDIATE RELEASE

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IMPACT THEATRE GOES ALL IN AGAIN WITH *FULL HOUSES 2*, A BENEFIT POKER TOURNAMENT—TOP PRIZE IS A WII PACKAGE

No bluff—there will be dozens of winners Saturday, June 14, 2008

BERKELEY, CA, MAY 27, 2008—Impact Theatre once again raises the ante on arts fundraisers with its second poker tournament, *Full Houses 2: A Poker Tournament to Benefit Impact Theatre*, on Saturday, June 14, 2008 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. As in the first *Full Houses* last October, Managing Director Cheshire Isaacs will direct the tournament, and Artistic Director Melissa Hillman will be Queen of the Prizes.

The top prize is a Nintendo Wii system as well as an extra controller and a \$100 GameStop gift card, as well as a dip in the prize bag. The runner-up prize is a \$100 gift card and a dip in the prize bag, and third through ninth place receives a dip in the prize bag. Once again, however, **anyone who gets a full house or better during the tournament, even if they don't win the hand, gets a dip in the prize bag.** And what prizes are in there: gift certificates to great Bay Area restaurants such as Angeline's Kitchen, Liaison, and CAV Wine Bar and Kitchen; theatre tickets to A.C.T., Berkeley Rep, Marin Theatre Company, Magic Theatre, Shotgun Players, and other top Bay Area companies; gift cards to local businesses; movie tickets; jazz performance tickets; a vintage Peanuts lunchbox; and much more. The best part of all is that people don't have to be good players to win prizes: **the first player out of the tournament gets a dip in the prize bag.**



Press photos are available for download at impacttheatre.com/press

"We had such a great event last time that we decided to make this an annual event," Impact Theatre Artistic Director Melissa Hillman says. "People were surprised how easy it was to win these fantastic prizes, and everyone was talking about the poker night for months."

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 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 is \$50 in advance, \$75 at the door, with unlimited \$25 re-buys for the first two hours of the tournament. **Tickets are available online at impacttheatre.com.** Some event sponsorships are still available.

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 Impact in its list "Top Ten Plays of 2007."**

FOR CALENDAR EDITORS

- EVENT:** *Full Houses 2: A Poker Tournament to Benefit Impact Theatre*
- WHEN:** Saturday, June 14, 2008
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 in advance, \$75 at the door, 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
- BOX OFFICE:** impacttheatre.com · brownpapertickets.com
- PRESS CONTACT:** Melissa Hillman or Cheshire Isaacs
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