

SOMETIMES THE TITLE KINDA SAYS IT ALL: IMPACT THEATRE PRESENTS THE WEST COAST PREMIERE OF *THE PLAY ABOUT THE NAKED GUY*

The Off Broadway hit starts November 4 and opens November 6, 2010

BERKELEY, CA, OCTOBER 8, 2010—Impact Theatre continues its 15th season with the West Coast premiere of the Off Broadway hit *The Play About the Naked Guy*, written by rising playwright David Bell and directed by Evren Odcikin. *Naked Guy* previews November 4 & 5 and opens November 6 at Impact Theatre's home, La Val's Subterranean in Berkeley.

Hailed as “tasty, trashy fun...merciless and egalitarian” (*Variety*) and “side-splittingly funny” (*Monsters and Critics*), *The Play About the Naked Guy* is a biting satire that spares no one in the business of show, from thee-a-tah artistes to schlock-hawking impresarios. The Integrity Players is a theatre company so committed to its mission to produce little-known classics that it's on the verge of having to shut down permanently. Svengali producer Eddie, fresh off his boffo hit *Naked Boys Running Around Naked*, needs a venue for his next low-brow entertainment featuring Kit Swagger, the legendary gay-porn star. Sensing blood in the water, Eddie makes the company an offer it may not be able to refuse.



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

Once named “Best Place to See Naked Actors in a Basement” by the *East Bay Express* (the award still hangs on the wall at the Subterranean), Impact is the natural (au naturel?) venue for this hilarious play.

“Every theatre company—every arts organization—deals with this issue all the time,” Impact Artistic Director Melissa Hillman says. “This is an incredibly funny play, but at its heart it asks a dead-serious question: how far will you bend your values to keep your company afloat? That’s an especially timely challenge in this economy.”

Naked Guy debuted in New York two years ago to critical acclaim. *Variety* called it “tasty, trashy fun...merciless and egalitarian...for world-weary artists and the people who love them, it might be just the tonic.” The website *Monsters and Critics* raved, “Rare is a backstage drama as scathing and smart as David Bell’s *The Play About the Naked Guy*...oh, and one more thing: it is side-splittingly funny.”

Impact’s production will be helmed by **Evren Odcikin**, who has directed well-received shows for Brava!, Shotgun Players, and Boxcar Theatre, among other local companies.

For press photos and more information, visit <http://impacttheatre.com/press>.

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 18 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 East Bay Express* named Impact "Best Small Theatre Company" in its 2008 Best of the East Bay issue and always includes Impact shows in its year-end top-ten lists.

The remaining shows in Impact's 2010–11 15th season are *Romeo and Juliet* (Feb 17–Mar 26), directed by Artistic Director Melissa Hillman, and the world premiere of *Disassembly* (May 5–Jun 11) by Steve Yockey, another emerging playwright who made his Bay Area debut at Impact Theatre. *Disassembly* will be directed by Associate Artistic Director Desdemona Chiang.

FOR CALENDAR EDITORS

- PRODUCTION:** *The Play About the Naked Guy* by David Bell, directed by Evren Odcikin
Previews Nov 4 & 5 · Opens Nov 6 · Runs through Dec 11 · Thu–Sat 8pm
- WHERE:** La Val's Subterranean, 1834 Euclid Ave, Berkeley, CA 94709
- ADMISSION:** \$10–20
- ADVISORY:** This show contains nudity and sexual situations and is not recommended for children under 18.
- MORE INFO:** impacttheatre.com
- BOX OFFICE:** impacttheatre.com · brownpapertickets.com
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