

IMPACT THEATRE FOR IMMEDIATE RELEASE

P.O. BOX 12666 · BERKELEY, CA 94712-3666 · 510 464-4468 · IMPACTTHEATRE.COM
PRESS CONTACT: MELISSA HILLMAN · 510 464-4468 · INFO@IMPACTTHEATRE.COM

Add 14 Parts Glamour to 14 Parts Decadence and Shake Vigorously: Impact Theatre Publishes *Sinfully Delicious* Pinup Girls & Cocktails

BERKELEY, CA, AUGUST 9, 2006—Impact Theatre is thrilled to announce the publication of *Sinfully Delicious: The Impact Theatre Cocktail Book*, featuring 14 mouth-watering original cocktail recipes accompanied by tantalizing full-color photos of the Impact Pinup Girls. The book is available in both print and downloadable formats on the Impact Theatre website at impacttheatre.com.

Artistic Director Melissa Hillman cites the 11-year-old Berkeley theatre company's youthful audience base as the inspiration for the book: "80% of the people who come to our shows are under 40, and their nightlife interests encompass far more than just going to theatre," she says. "They're going to clubs and parties, and they're entertaining at home. Stylish cocktails have made a huge resurgence, and so has interest in vintage pinup girls. So we thought we'd mix the two and give our audiences something fun to do when they're not attending one of our shows."

The cocktails in the book, concocted by Impact members, reflect the ethos of the company itself: Impact produces bold new works and re-invented classics, and the recipes are a mixture of original creations as well as variations on established favorites. The drink names are vintage Impact: Money & Rum, a nod to audience favorite *Money & Run*; Rapiér, an homage to Impact's wildly successful action-oriented Shakespeares; Maiden Taiwan; Ho Down; Diana's Loaded Gun; Slip of the Tongue; and many more that are as enticing to talk about as they are to imbibe.

The company suspects, however, that the real draw of the book will be the retro-style pinup images of the women of Impact Theatre. Tastefully shot by Oakland-based photographer Kevin Berne and mixed with playful backgrounds by Emeryville-based graphic designer Cheshire Dave, the seven gorgeous Impact Pinup Girls command the spotlight with their vintage outfits and seductive poses. Each model appears twice in the book.

Melissa Hillman throws down the gauntlet to her colleagues in the Bay Area theatre community: "What other artistic director would get into lingerie to help their company?" she asks.



Sinfully Delicious
THE IMPACT THEATRE COCKTAIL BOOK

Featuring the
Impact Pinup Girls
RECIPES BY THE IMPACT STAFF
PHOTOGRAPHY BY KEVIN BERNE



Slinky Raspberry
This is a spin-off of a vintage cocktail that was popular in the 1950s. It's a simple, elegant drink that's perfect for a date or a night out. The recipe is as follows: 1.5 oz. Vodka, 1.5 oz. Raspberry liqueur, 1.5 oz. Cranberry juice, 1.5 oz. Lemon juice, 1.5 oz. Simple syrup. Shake well and strain into a martini glass. Garnish with a raspberry.

Maiden Taiwan
This is a spin-off of a vintage cocktail that was popular in the 1950s. It's a simple, elegant drink that's perfect for a date or a night out. The recipe is as follows: 1.5 oz. Vodka, 1.5 oz. Raspberry liqueur, 1.5 oz. Cranberry juice, 1.5 oz. Lemon juice, 1.5 oz. Simple syrup. Shake well and strain into a martini glass. Garnish with a raspberry.

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

DETAILS:

Title: Sinfully Delicious: The Impact Theatre Cocktail Book
Author: The Impact Theatre Staff
Photographers: Kevin Berne (pinup girls); Cheshire Dave (cocktails)
Size: 36 pages, full color, perfect-bound
Cost: Print version, \$17; downloadable high-res PDF version, \$7

For more information on *Sinfully Delicious: The Impact Theatre Cocktail Book*, please visit impacttheatre.com. Copies are available for review. For press photos in a variety of formats as well as an archive of press releases, visit impacttheatre.com/press.

ABOUT IMPACT THEATRE:

Impact Theatre's mission is to fill an unmet need for community, storytelling, and direct experience for younger, underserved audiences in the San Francisco Bay Area. Over 80% of Impact's audience is under 40 years old. Since 1996, Impact Theatre has been producing new plays by emerging playwrights that are relevant, interesting, and provocative.

ABOUT KEVIN BERNE:

Since 1989 Kevin Berne has followed dual passions of commercial and fine art photography. On any given day you might find Kevin shooting production stills or creative promotional portraits for American Conservatory Theater or Berkeley Repertory Theatre, architectural or lifestyles shots for Pacific Marketing Associates, multi-day digital productions for Employment Law Learning Technologies, or involved in a variety of other challenging projects for clients including The Smithsonian, Yahoo, Netflix, Ketchum, the National MS Society and Fulcrum Legal Graphics, among others.

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