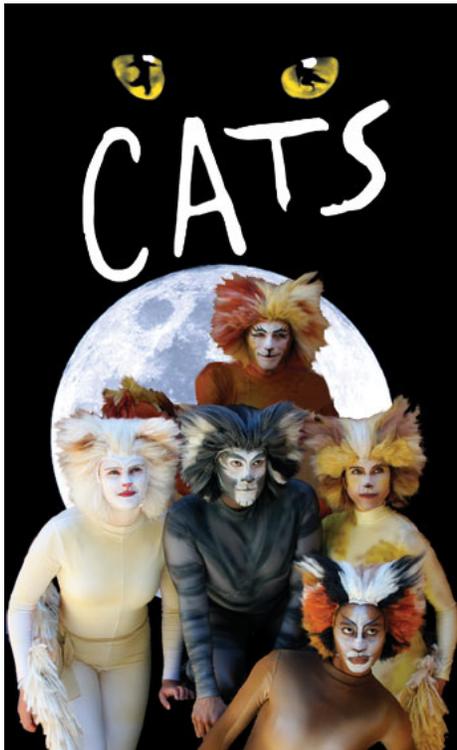




FOR IMMEDIATE RELEASE

CATS September 7-16 at Woodminster Amphitheater, under the stars in Oakland's Joaquin Miller Park
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Calendar Information (September 2012)

WHAT: CATS

PERFORMED BY: Woodminster Summer Musicals by Producers Associates, Inc.

WHERE: Woodminster Amphitheater in Joaquin Miller Park, 3300 Joaquin Miller Road, Oakland

WHEN: September 7-16, 2012

PERFORMANCES: September 7, 8, 14, 15 - 8 p.m. and September 9, 13, 16 - 7 p.m. (Thursdays and Sundays 7 p.m., Fridays and Saturdays 8 p.m.)

TICKETS: 510-531-9597, or www.woodminster.com, \$27-\$56 (\$2 discount for children/seniors)

PREVIEW PERFORMANCE: September 6, 8 p.m., All tickets \$12 at the door.

Music by Andrew Lloyd Webber, Lyrics by T.S. Eliot, Trevor Nunn, Richard Stilgoe, Based on T.S. Eliot's *Old Possum's Book of Practical Cats*. CATS is presented through exclusive arrangement with R & H Theatricals and The Useful Theatre Company Limited.

Photo Caption

L to R Megan Jaron, Todd Schlader, Mario Martinez*, Amy Franklin Leonards, Jetta Martin as Jellilcle Cats.

Press Release

Woodminster Summer Musicals Closes 2012 Season with CATS
Global Hit Musical Enhanced with Original Costumes by Oakland Designer

August 12, 2012, Oakland, CA -- Producers Associates, Inc. will close the 46th season of the Woodminster Summer Musicals with the musical phenomenon CATS at Woodminster Amphitheater in Oakland's Joaquin Miller Park.

CATS will be performed on September 7, 8, 9, 13, 14, 15, and 16, at 8 p.m. on Fridays and Saturdays, and 7 p.m. on Thursdays and Sundays. Tickets are \$27-\$56, with discounts for children and seniors, and half-price tickets for groups of 25. The organization also continues its Preview Night, instituted in

2010, which opens the last dress rehearsal to the public for a flat \$12 at the door. The Preview for CATS will be Thursday, September 6, at 8 p.m.

Tickets may be purchased online at <http://www.woodminster.com/Webpages/Ticketbuying/ticketsgen.html>, or through the theater box office at 510-531-9597, or in person in advance or at the door.

Woodminster continues its Kids Come Free program, which provides free tickets each season to children and teens 16 or younger. These free tickets are available the night of the performance (not in advance) and some restrictions apply, but over the last 15 years, Kids Come Free has become an institution at Woodminster, and the board was unwilling to discontinue it when the organization lost its major funder for this program this year. The program will continue, and the organization is seeking funding to help keep it alive after this season.

CATS, loosely based on T.S. Eliot's *Old Possum's Book of Practical Cats*, is as much a cultural phenomenon as a musical, and set long-run records both in London (21 years) and on Broadway (18 years). It has been translated into more than 20 languages, and continues to be performed all around the world. With a cast of all-singing, all-dancing cats, this show expanded the idea of what a leading character in a musical might be. The songs by Andrew Lloyd Webber, most notably "Memory," have transcended musical theater and become popular standards.

The estate of T.S. Eliot stipulates that only the original poems may be used as text, so CATS is an unusual musical in that the show is completely told through music, and there is virtually no spoken dialogue. This gives extra emphasis to the visual elements of the show: The set, a giant junkyard, designed by Gary Barten; the dance, especially the 10-minute Jellicle Ball sequence, choreographed by Jody Jaron; and the original cat costumes, designed and built by Christine Weiland.

Says Harriet Schlader, Managing Director of Producers Associates, "Most theaters like us would simply rent the costumes, and we do rent costumes for shows every summer. But we knew right away that we wanted to build our own for CATS. Our costume designer, Chris Weiland, is such a gifted artist -- we knew she could create costumes that would be far better than anything we could rent. Plus, that let us spend production dollars locally. I've seen what she's working on, and believe me, this show is going to look spectacular."

Since the approximately 30 actors in the show need to be able to execute complex gymnastic and dance sequences, the costumes must be comfortable and very functional as well as visually dramatic. Weiland and her volunteer crew are painting feline detail on full-body leotards. The heads are built with fabric helmets and special yarn -- over 10,000 pieces -- that must be glued on strand by strand. Weiland estimates that it took about 135 hours to prepare the yarn, a process that started in April. Between creating and mapping the headpieces, preparing the yarn, and gluing, each cat "head" requires 10-12 hours of work. For details about how the costumes are made, visit <http://www.woodminster.com/Webpages/PhotoGalleries/2012/Catsconstruction0812.html>

Chris Weiland is an accomplished specialty costume designer who creates one-of-a-kind costumes for circus performers. At Woodminster, audiences will remember her costumes for Nana (the sheep dog) and Croc (the crocodile) in *Peter Pan*, as well as the dancing tableware in *Beauty and the Beast*, the Asian showgirls in *Flower Drum Song*, and the Oz-denzens in *The Wiz*.

The Woodminster production of CATS is directed by Joel Schlader. Choreography is by Jody Jaron, with music direction by Michael Horsley.

The Woodminster Summer Musicals are performed under the stars at Woodminster Amphitheater, an open-air performance facility in Joaquin Miller Park high in the Oakland Hills. The park's spectacular views and serene woodsy environment made it the perfect setting for the amphitheater, cascades, reflecting pool, and paths that were originally built as a WPA project in 1939-40. For many East Bay families, it is a long-standing summer tradition to enjoy a picnic in the park and then see a musical at Woodminster.

Producers Associates, Inc. was founded in 1967 by the late James Schlader and his wife Harriet to provide affordable live summer family entertainment in the East Bay, and to foster a love of live theatre. For more than four decades, the organization, in partnership with the Oakland Park and Rec Department, has been producing summer musicals at Woodminster Amphitheater. Healthy season tickets sales, annual attendance by groups, and special opportunities for families have made Woodminster a local tradition, and among the best attended performances in Oakland. For more information about the 2012 season or history of the organization, visit www.woodminster.com.

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