



FOR IMMEDIATE RELEASE

FIDDLER ON THE ROOF July 13-22 at Woodminster Amphitheater, under the stars in Oakland's Joaquin Miller Park

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Calendar Information (July 2012)

WHAT: FIDDLER ON THE ROOF

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

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

WHEN: July 13-22, 2012

PERFORMANCES: July 13, 14, 15, 19, 20, 21, 22 - 8 p.m.

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

PREVIEW (Final Dress Rehearsal): July 12, 8 p.m., All tickets \$12 at the door.

Book by Joseph Stein, Music by Jerry Bock, Lyrics by Sheldon Harnick, based on Shoem Aleichem's stories by special permission of Arnold Perl. Produced by arrangement with Music Theatre International.

Press Release

Woodminster Summer Musicals Presents Fiddler on the Roof in July
Perennial Broadway Favorite Will Open Woodminster's 46th Season in Oakland

June 25, 2012, Oakland, CA -- Producers Associates, Inc. will open the 46th season of the Woodminster Summer Musicals with the ever-popular Fiddler on the Roof playing July 13-22 at Woodminster Amphitheater in Oakland's Joaquin Miller Park.

Fiddler on the Roof will be performed at 8 p.m. on July 13, 14, 15, 19, 20, 21, 22. Tickets are \$27-\$56, with discounts for children and seniors, half-price tickets for groups of 25, and season tickets that offer a savings of about 15%. 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 Fiddler on the Roof will be Thursday, July 12, at 8 p.m.

Tickets may be purchased online at <https://web.ovationtix.com/trs/cal/34148>, or through the theater box office at 510-531-9597, or in person in advance or at the door. Complete information about all ticketing options is available at <http://www.woodminster.com/Webpages/Ticketbuying/ticketsgen.html>.

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.

Fiddler on the Roof, based on Sholem Aleichem's short stories about a poor milkman named Tevye and his daughters, is set in a poor Jewish village in Czarist Russia in the early years of the twentieth century. The themes -- tradition, family, love and marriage, regret and optimism -- are presented by honest, funny characters and memorable songs like "Sunrise, Sunset," "If I Were A Rich Man," and "Matchmaker."

The original 1964 Broadway production, with a cast including Zero Mostel and Beatrice Arthur, won 9 Tony awards, ran for 8 years, and was the first Broadway musical to surpass 3000 performances. It has had a very successful 1971 film adaptation starring Topol, four Broadway revivals, and continues to enjoy great international popularity.

Says Harriet Schlader, Managing Director of Producers Associates, "We've been wanting to do Fiddler again for a few years, and we're really happy to be opening our season with it this year. We pay attention to what our audiences ask for, and Fiddler gets a lot of requests. Beyond that, it's a beautiful musical that has something to say, it makes you laugh and cry, and it's a pleasure for us to produce such a fine piece."

The Woodminster production of Fiddler is directed by Joel Schlader. Choreography is by Jody Jaron, with music direction by Richard Vetterli and vocal direction by Trente Morant. The leading role of Tevye is played by Bruce Winant, supported by a cast of about 40 professional and community actors.

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, attendance by groups, and special opportunities for

families have made Woodminster shows the best attended performances in Oakland. Today, it sells the highest number of individual tickets of any resident performing arts organization in the city. For more information about the 2012 season or history of the organization, visit <http://www.woodminster.com>.

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