

WOODMINSTER SUMMER MUSICALS

OAKLAND'S SUMMER THEATER UNDER THE STARS

A 47-Year Tradition in Joaquin Miller Park in Beautiful Oakland, California

GOES INDOORS IN SPRING 2013 TO PRODUCE AN EXTRA SHOW AT THE VALLEY CENTER FOR PERFORMING ARTS, HNU

PRESS RELEASE

Little Shop of Horrors March 14-24 at Regents' Theatre, Valley Center for Performing Arts, Holy Names University Campus

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CALENDAR INFORMATION (September 2012)

MARCH 2013 -- CALENDAR INFORMATION

WHAT: **LITTLE SHOP OF HORRORS**

PRESENTED BY: Producers Associates, Inc.

WHERE: Regents' Theatre in the Valley Center for the Performing Arts, on campus at Holy Names University, 3500 Mountain Blvd., Oakland, CA, just one free-way exit away from Woodminster's summer home.

WHEN: March 14-24, 2013

PERFORMANCES: March 14 (7 pm), March 15 (7 pm), March 17 (2 pm), March 21 (7 pm), March 22 (7 pm), March 23 (2 pm & 7 pm), March 24 (2 pm).

TICKETS: 510-339-0241, or www.woodminster.com, \$30-\$40-\$50

Book and lyrics by Howard Ashman, Music by Alan Menken, Based on the film by Roger Corman, screenplay by Charles Griffith. Produced by arrangement with Music Theatre International.

Little Shop of Horrors is Spring Addition to Woodminster Summer Musicals

March 14-24 Performances at Regents' Theatre on Holy Names University Campus

March 1, 2013, Oakland, CA -- Producers Associates, Inc. announces that the traditional 3-show Woodminster Summer Musicals season will be expanded in 2013 to include a March 14-24 production, *Little Shop of Horrors*. This spring show will be performed at the Valley Center for the Performing Arts on the campus of Oakland's Holy Names University.

Says Harriet Schlader, Managing Director, "Performing indoors is a change for us, but at this time of year, we think our audiences will gladly trade the starry night sky for a roof. We'll be back outdoors at Woodminster Amphitheater in July."

Little Shop of Horrors is an affectionate spoof of 1950's sci-fi thrillers. Lovable but nerdy Seymour discovers an exotic plant with a mysterious craving for fresh blood. Soon it grows into an ill-tempered, foul-mouthed, R&B-singing carnivore who offers him fame and fortune in exchange for feeding its growing appetite.

Says Joel Schlader, who is both a theater professor at Holy Names University and also Artistic Director for the Woodminster musicals, "Bringing a professional production onto the Holy Names campus will make a lively addition to the university's cultural life. Extending the Woodminster season by adding a spring show is something our long-time audiences have been asking for. This is a great partnership for both organizations."

Tickets for *Little Shop of Horrors* are available at www.woodminster.com or 510-339-0241 for \$30, \$40, or \$50. Groups of 25 or more can purchase blocks of tickets for half price. This show may be added to a Woodminster Summer Musicals season ticket for about a 15% discount. (No other discounts apply.)

Woodminster's 2013 summer season will include *Annie Get Your Gun* performed July 12-21, *A Chorus Line* performed August 9-18, and *Legally Blonde: The Musical* performed September 6-15. The Woodminster Summer Musicals are performed outdoors in historic Woodminster Amphitheater in Oakland's hilltop Joaquin Miller Park. Tickets for the summer shows range from \$27 to \$56, with discounts available for seniors, children, groups, and season ticket holders. For the summer shows, the organization also offers preview performances and a Kids Come Free program. Details available on www.woodminster.com.

Musicians for Woodminster summer shows are members of Musicians Local No. 6. Actors are a combination of professional Actors' Equity Association actors and performers from the community.

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, attracting more than 20,000 ticket holders each season to Joaquin Miller Park in Oakland. For more information about the 2013 season or history of the organization, visit www.woodminster.com.

Woodminster Summer Musicals • Joaquin Miller Park, Oakland, CA • 510-531-9597 • www.woodminster.com
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