



## **Producers Associates Adds Spring Show to 2013 Woodminster Summer Musicals**

Press contact: Kathy Kahn, [woodminsterpr@yahoo.com](mailto:woodminsterpr@yahoo.com), 510-418-8523

Theater contact: Harriet Schlader, [harriet@woodminster.com](mailto:harriet@woodminster.com), 510-531-9597

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### **PRESS RELEASE (For immediate release)**

Woodminster Musicals 2013 Includes Spring Production

Little Shop of Horrors to be Performed at Holy Names Regents' Theater in March  
47th Season also includes Annie Get Your Gun, A Chorus Line, and Legally Blonde

February 18, 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 production, performed indoors at Holy Names University's Regents' Theatre in the Valley Center for the Performing Arts on the Oakland campus. Little Shop of Horrors will be performed March 14-24.

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 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, and give great exposure to the students in the audience. 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](http://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 open with Annie Get Your Gun, July 12-21. This classic Irving Berlin gem has a recently updated book but retains all the wild west spirit and

familiar songs like "Anything You Can Do, I Can Do Better" and "There's No Business Like Show Business." Annie Oakley joins Colonel Buffalo Bill's Wild West Show to provide a better life for her younger siblings, and meets and falls in love with fellow sharpshooter Frank Butler. Performances are July 12 (opening), July 13, 14, 18, 19, 20, and 22, all at 8 p.m.

A Chorus Line, the second show in the Woodminster season, will be performed August 9-18. A Chorus Line is a celebration of those unsung heroes of the American Musical Theatre—the chorus dancers, those valiant, over dedicated, underpaid, highly trained performers who back up the stars. This show is the story of the final audition for a new Broadway musical. A Chorus Line presents a picture of what it's like to be in the theatre, from the point of view of the actors, in song, dance, and monologue. Performances are August 9 (opening), August 10, 11, 15, 16, 17, and 18, all at 8 p.m.

The 47th season of the Woodminster Summer Musicals will close September 6-15 with Legally Blonde: The Musical, based on the novel and motion picture. Elle Woods' perfect life is turned upside down when her boyfriend dumps her so he can start getting serious about his life and attend Harvard Law School. Determined to get him back, Elle uses her charm to get herself into the same venerable institution. While struggling to do well at school and get her boyfriend back, Elle learns something about herself and her potential to change the world. Performances are September 6 (opening), September 7, 8, 12, 13, 14, and 15. Performances are at 8 p.m. on Fridays and Saturdays, and 7 p.m. Thursday and Sundays.

Tickets for summer musicals at Woodminster Amphitheater range from \$27 to \$56 with a \$2 discount for children and seniors. Season tickets for either three or four shows are also available, and provide about a 15% discount over the single ticket prices. Also, groups of 25 and more can purchase blocks of seats for half price, providing an affordable outing or fundraiser for a church or service group, neighborhood association, or any other group. For information about tickets, check [www.woodminster.com](http://www.woodminster.com) or call 510-531-9597.

In 2013, Woodminster will continue its popular Kids Come Free program, where children and teens 16 or younger who are attending with paying adults can get free tickets on performance nights. (This program is for shows at Woodminster Amphitheater only. Limitations apply, see website.) The organization gives away about 3,000 free tickets to children and teens each summer. Producers Associates is seeking sponsors for this longstanding program, which helps families introduce their kids to live theater in a relaxed and affordable environment.

For the fourth year, Woodminster will open the final dress rehearsal of each show to the public as a "preview performance." All preview performances are at 8 p.m., tickets are \$15, and seating is open, first-come, first-choice. The preview performance of Annie Get Your Gun is July 11, of A Chorus Line is August 8, and Legally Blonde is September 5. No group rates, "Kids Come Free," or other further discounts apply for Preview Performances.

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

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 Parks 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](http://www.woodminster.com).

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