



## FOR IMMEDIATE RELEASE

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[Woodminster Summer Musicals](http://Woodminster Summer Musicals)



### **AUGUST 2015 -- CALENDAR INFORMATION**

**WHAT:** The Producers

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

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

**WHEN:** August 7-16, 2015

**PERFORMANCES:** August 7, 8, 9, 13, 14, 15, 16 - 8 p.m.

**TICKETS:** 510-531-9597, or [www.woodminster.com](http://www.woodminster.com), \$28-\$59 (Discounts for children, seniors, groups)

**PREVIEW PERFORMANCE:** August 6, 8 p.m., All tickets \$18 at the door. (Since it's a rehearsal, the show may be stopped to solve technical problems.)

A New Mel Brooks Musical, Book by Mel Brooks and Thomas Meehan, Music and Lyrics by Mel Brooks, Based on the 1968 Film, Original direction and choreography by Susan Stroman, Produced by arrangement with Music Theatre International.

Photo caption: Greg Carlson\* as Max Bialystock, Melissa Reinerston as Ulla, and John Tichenor\* as Leo Bloom.

## PRESS RELEASE

The Producers Opens August 7 at Woodminster Summer Musicals  
Stage Musical is Adapted from Mel Brooks' Classic Comedy Film

July 20, 2015, Oakland, CA -- Producers Associates, Inc. announces that the 2015 season of Woodminster Summer Musicals will continue with The Producers, the hit Broadway musical based on the 1968 Mel Brooks film of the same name. It will run August 7-16 at Woodminster Amphitheater in Oakland's Joaquin Miller Park, located at 3300 Joaquin Miller Road in the Oakland hills.

The Producers tells the story of a down-on-his-luck Broadway producer and his nervous accountant, who together come up with a scheme to make a million dollars (each) by producing the worst flop in Broadway history. They embark on a search to find the worst script, the worst director, the worst

designers, and the worst actors. The scheme backfires, with many comic consequences, when their gloriously offensive Springtime for Hitler turns out to be a huge hit.

Says Managing Director, Harriet Schlader, "Our audiences have told us they'd enjoy seeing some shows that are more adult-oriented, and *The Producers* certainly fits that bill. It's also full of show-business in-jokes, silly caricatures, and general ridiculousness. People who like to laugh are going to love this show."

Tickets are available by phone, at 510-531-9597, online at [www.woodminster.com](http://www.woodminster.com), or in person at Woodminster Amphitheater 11-4 daily or at the box office before any performance. Performances are August 7 (opening), August 8, 9, 13, 14, 15, and 16, all at 8 p.m.

Tickets for summer musicals at Woodminster Amphitheater range from \$28 to \$59 with a \$2 discount for children and seniors. Groups of 25 and more can purchase blocks of seats for about 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.

Woodminster continues 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. (Though some parents may want to leave their young children at home that night, teenagers are likely to enjoy this production.) Producers Associates is seeking sponsors for this longstanding program, which helps families introduce their kids to live theater in a relaxed and affordable environment.

The final dress rehearsal of *The Producers* on August 6 will be open to the public as a "preview performance." It will start at 8 p.m., all tickets are \$18 at the door, and seating is open, first-come, first-choice. No group rates, Kids Come Free, or other further discounts apply for preview performances.

*The Producers* was adapted for the stage by Mel Brooks and Thomas Meehan. Mel Brooks also wrote the music and lyrics. The original Broadway production, starring Nathan Lane and Matthew Broderick and directed and choreographed by Susan Stroman, won 12 Tony Awards, breaking the record previously held (for 37 years) by *Hello Dolly*, which had won 10.

The Woodminster production will be directed by Joel Schlader, with music direction by Daniel Thomas and choreography by Erica Hartano. Woodminster shows are performed with live orchestras, and musicians are members of Musicians Local No. 6.

The role of the opportunistic producer, Max Bialystock, will be performed by Greg Carlson, and the role of timid accountant Leo Bloom, by John Tichenor, both actors with local roots who have performed at Woodminster before. The role of Ulla is played by a Woodminster newcomer, Melissa Reinerston. The cast of 36 includes professional AEA-member actors, aspiring actors, and talented community members.

After *The Producers* August 7-16, the Woodminster season will continue with Elton John & Tim Rice's *Aida* September 4-13.

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 2015 season or history of the organization, visit [www.woodminster.com](http://www.woodminster.com).

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