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PRESS RELEASE

Woodminster Summer Musicals Announces 51st Season for Summer 2017

Family-Friendly Season Opens in July With Bay Area Regional Premiere of *Mamma Mia!* Rodgers and Hammerstein's *South Pacific* and Disney's *Beauty & the Beast* Follow in August, September

May 6, 2017, Oakland, CA — Producers Associates announces the 51st season of the Woodminster Summer Musicals in Joaquin Miller Park. 2017's shows are *Mamma Mia!* (July), *South Pacific* (August), and *Beauty and the Beast* (September).

Mamma Mia!, performed July 7-9 and 13-16, is newly available for regional theaters after its 14-year run on Broadway and numerous tours. Woodminster's production will be the Bay Area premiere of this international smash hit based on the music of ABBA, music and lyrics by Benny Andersson & Björn Ulvaeus with some songs with Stig Anderson and book by Catherine Johnson. The lighthearted story follows the adventures of a young woman who, before her own wedding, wants to discover the identity of her father. She invites three men from her mother's past to her wedding on the Greek island where she was conceived twenty years ago. *Mamma Mia!* features a number of dance numbers to upbeat ABBA songs including "Dancing Queen," "Super Trouper," "Gimme Gimme Gimme," and "Take a Chance On Me." This show is appropriate for the whole family.

South Pacific, performed August 4-6 and 10-13, is the classic 1949 Rodgers and Hammerstein adaptation of Michener's *Tales of the South Pacific*, contains some of the most famous songs in musical theater history, including "Bali Ha'i," "Some Enchanted Evening," "Younger Than Springtime," and "You've Got To Be Carefully Taught." *South Pacific* has likable characters and a compelling plot, and will appeal to all ages with the possible exception of very young children. Older children will enjoy the lively musical numbers, and teens will appreciate the thoughtful treatment of issues like racism and the costs of war. This nearly 70-year-old show is still relevant and entertaining, and has continued to be revived and toured in the 21st century.

Disney's *Beauty and the Beast*, performed September 1-3 and 7-10, is the popular stage version adapted from the 1991 Academy-award-winning animated film, and in turn has led to 2017's live action film version. Originally a classic French fairy tale, *Beauty and the Beast* tells the story

of Belle, a smart and heroic young woman, and the Beast, who is really a young prince trapped under the spell of an enchantress. His household is also under the spell, and the stage version has actors playing the roles of household items. The songs include the familiar classics from the animated film like “Be Our Guest,” “Gaston,” and the haunting title ballad, “Beauty and the Beast.” This show is appropriate for all ages.

Says Managing Director, Harriet Schlader, “We have always made families a priority, because we feel so strongly about making live theater available to our whole community, including children. We love that so many people tell us they saw their first live show here, and every year we talk about kids and families when we’re selecting our season. This year, we’re making a special effort, and we think all three of our shows will be great for almost all ages. Also, we have designed ticket discounts with families in mind — this year we have a brand new 75% discount program for 16 and younger. We hope lots of young people will see their first live musicals at Woodminster this summer!”

Tickets for the 2017 season are available online, by phone, or by mail. Ticket prices range from \$31 to \$64, with season tickets providing about a 15% discount, and numerous other discounts available, including:

- NEW in 2017 is the K75 program. This is about a 75% discount for tickets for children and teens 16 and younger who attend with adults (up to 5 kids per 1 adult). Any performance, purchase tickets any time.
- *Kids Come Free* continues to provide free tickets for kids up to 16 years old who attend with adults (1 kid per 1 adult). Any performance, available night of performance only.
- Millennials’ Half Price (ages 17-30). Any performance, night of performance only.
- Oaklanders’ Half Price (with ID). Opening nights only, purchase tickets any time with code.
- Group Rate (25 or more tickets) About half price.
- Mini-group Rate (12 or more tickets) About 15% off.

(Details of discount programs on www.woodminster.com.)

Woodminster Summer Musicals are performed under the stars at Woodminster Amphitheater, an historic city-owned outdoor 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. With a dedicated board of directors, Producers Associates, Inc. has maintained and improved the facility, which attracts audience from all over the Bay Area and beyond, contributing to the economic health of the neighborhood. The Woodminster Summer Musicals are produced in cooperation with the City of Oakland’s Parks and Recreation Department, and the City derives over \$45,000 per year in facility fees plus considerable revenues from parking fees.

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. For more information about the 2017 season or the history of the organization, visit www.woodminster.com.

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