

# NEWS RELEASE



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## *ASF's 07-08 Season Designed to Boost Subscriptions*

### **FOR IMMEDIATE RELEASE**

MONTGOMERY, AL (Tuesday, May 15, 2007) The 2007-2008 Season at ASF will deliver more of the spectacle, imagination and adrenaline that theatergoers just couldn't get enough of in the past season. Single ticket buyers found themselves scrounging to get in to several sold out shows like *Crowns*, *Disney's Beauty and the Beast*, and *Gee's Bend*. ASF hopes to have the same success in the coming season and encourages patrons to become subscribers which will guarantee tickets to popular shows.

Once again ASF delivers it all, with something for everyone and a focus on the family this year. The season kicks off in October with the return of *Crowns*, the sell-out gospel musical back by popular demand. The holiday show will be the fairy-dusted flight of fancy *Peter Pan* which will feature a full orchestra and airborne Peter and will be directed by the same artistic team that created last year's *Disney's Beauty and the Beast*. The Children's Theatre production will be the whimsical musical *Winnie the Pooh* starring literature's most huggable characters including, Piglet, Eeyore, and Tigger too! The Southern Writers' Project World Premiere will focus on Huntsville, Alabama with *Rocket City*, a play about how a former German SS officer helped the small town become the center of a scientific revolution. *Over the Tavern*, A delightful coming of age comedy about a precocious little boy growing up catholic, will inject heartwarming humor into the season. The spring will bring a romantic and adventurous repertory season featuring *The Count of Monte Cristo*, a swashbuckling story of love and revenge by the author of *The Three Musketeers*, a modern production of *Romeo and Juliet* directed by Producing Artistic Director Geoffrey Sherman, and *Cymbeline*, one of Shakespeare's lesser know but much loved plays. The season will be rounded out by another Broadway classic, Sondheim and Bernstein's timeless musical, *West Side Story*.

While ASF's attendance numbers continue to climb, subscription numbers are comparatively low. ASF is making it their goal to change that this season. Chief Operating Officer Michael Vigilant explains, "Theatres of similar size across the country average around 11,000 subscribers. ASF has a little over 4,000. As one of America's premier regional companies, we're out to close that gap with our first dedicated new subscription campaign. With the spectacular shows we're offering and the selection of subscription packages available, our patrons may respond in a really big way."

Subscription renewals and new subscriptions are currently on sale. Single tickets for selected shows will go on sale July 14. New subscriber benefits include discounts at The Shoppes at EastChase and participating local restaurants. Corporate Passes are also available. For more information please call the Box Office at (334) 271-5353.

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## *The 2007 – 2008 Season at ASF*

### ***Crowns***

By Regina Taylor

Adapted from the book by Michael Cunningham  
and Craig Marberry

**Oct 12 – Nov 11, 2007**

**Octagon Theatre**

This soul-stirring, sensational, sell-out show is back by popular demand! *Crowns* is a musical celebration of African American women and the incredible hats that adorn their heads in church. Through the story of a streetwise young New Yorker and her Southern grandmother, generations connect and important traditions are explored.

### ***Peter Pan***

Based on the Play by James M. Barrie

Lyrics by Carolyn Leigh

Music by Mark Charlap

Additional lyrics by Betty Comden and Adolph Green

**Nov 9 – Dec 30, 2007**

**Festival Theatre**

From the creative team that brought the critically acclaimed blockbuster *Disney's Beauty and the Beast* to ASF comes the musical spectacular *Peter Pan*! Join Peter, Wendy and Tinker Bell on an enchanted flight to Neverland where they join the Lost Boys and take on the dreaded Captain Hook. This amazing production features classic songs including "I'm Flying," "Pirate Song," "I Won't Grow Up," "I've Got to Crow," and many more.

### ***Winnie the Pooh***

From the stories of A.A. Milne; Dramatized by le Clanche du Rand

Music by Allan J. Friedman; Lyrics by A.A. Milne and Kristin Sergel

Additional lyrics by le Chanche du Rand

**Jan 12 – Feb 24, 2008**

**Octagon Theatre**

This delightful musical recounts the adventures of Winnie the Pooh, Christopher Robin, Piglet, and others in the Hundred Acre Wood as they search for Eeyore's tail and set off on an Important Mission to catch the Heffalump. Join us for this lasting favorite starring literature's most huggable characters.

### ***Over the Tavern***

By Tom Dudzick

**March 7 – April 6, 2008**

**Octagon Theatre**

This heart-warming, coming of age comedy set in the 1950s features twelve-year-old Rudy Pazinski who deals with the growing pains of family life — and a wooden ruler-wielding nun who is not to be trifled with. He believes we were put on earth to have "fun" and thinks his family doesn't know the meaning of the word! By sharing this family's laughter and tears we find that everyone has something learn, even from the very young.

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***Romeo and Juliet***

By William Shakespeare

**April 11 – June 28, 2008**                      **Festival Theatre**

The city streets are awash in violence as the rival Capulet and Montague families engage in a seemingly endless feud. When love's first blush falls on Romeo and Juliet, teenagers from the rival clans, the stage is set for duels, deceptions and tragic events. Bittersweet and timeless, Shakespeare's ultimate love story is irresistible.

***Rocket City***

By Mark Saltzman

**April 18 – May 18, 2008**                      **Octagon Theatre**

As the U.S. enters the Cold War, a brash Army major moves famed German rocket scientist Werner Von Braun and his team to Huntsville, Alabama. Sparks fly when a young Jewish woman becomes aware of Von Braun's Nazi past and attempts to lead public outcry against the project. A Southern Writers' Project World Premiere inspired by true events.

***Cymbeline***

By William Shakespeare

**April 25 – June 28, 2008**                      **Festival Theatre**

Imogen, daughter of King Cymbeline, marries the worthy but humbly born Posthumus against her father's wishes. This sets in motion a tale of adventure packed with a wicked queen, banishment, Roman invaders, a headless corpse, deception, and divine intervention.

***The Count of Monte Cristo***

Based on the novel by Alexandre Dumas

Adapted by Charles Morey

**May 2 – June 29, 2008**                      **Festival Theatre**

Swashbuckling adventure, lavish costumes and brilliant sets make this classic an ASF must-see. Edmund Dantes, a young and handsome ship's captain, is betrayed by his best friend and unjustly convicted of treason. The wisdom of a fellow prisoner readies him to wreak revenge on all those who betrayed him.

***The Beaux' Strategem***

By George Farquhar

**July 11 – July 20, 2008**                      **Octagon Theatre**

In this con-man comedy from a by-gone day, Aimwell and Archer scheme to marry into money by disguising themselves as master and servant, wooing the beautiful young heiress, Dorinda, into marriage and her kinswoman, Mrs. Sullen, into an affair. But true love and a band of highwaymen soon complicate their plan in this lusty and witty Restoration comedy.

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***West Side Story***

Book by Arthur Laurents

Music by Leonard Bernstein

Lyrics by Stephen Sondheim

**July 18 – Aug. 24, 2008**

**Festival Theatre**

ASF brings you another stellar Broadway hit! Star crossed lovers Tony and Maria fall for each other while rival gangs clash on the rough streets of New York City. When Tony accidentally kills his lover's brother while breaking up a rumble, more violence erupts. This popular Broadway musical features fast paced choreography and classic songs such as "Something's Coming," "[Maria](#)," "[America](#)," "Somewhere," "[Tonight](#)," "Jet Song," "I Feel Pretty," "One Hand, One Heart," and "Cool."

**For more information on the 2007 – 2008 Season at ASF, call the Box Office at (334) 271-5353.**

The Alabama Shakespeare Festival is among the largest Shakespeare theatres in the world. Designated as The State Theatre of Alabama, ASF has been located in Montgomery since 1985 when it moved from Anniston as a result of Mr. and Mrs. Wynton M. Blount's gift of a performing arts complex set in the 250-acre Wynton M. Blount Cultural Park.

This program/project has been made possible by grants from the Alabama State Council on the Arts and the National Endowment for the Arts.

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