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FOR IMMEDIATE RELEASE

AS SEATS GO ON SALE FOR 07/08, BERKELEY REP UNVEILS NEW PRICES
Theatre launches new seating plan with lower prices for every performance

AUGUST 17, 2007 – Everyone is invited to the party when Berkeley Repertory Theatre turns 40! Seats for the 2007/08 Season go on sale this Sunday, and Berkeley Rep isn't just presenting new plays – it's also unveiling attractive new prices that let more people experience the best theatre in the Bay Area. To celebrate its birthday, the Tony Award-winning theatre has launched a bold new ticketing system which ensures that lower prices are available for every performance.

"From the outset, Berkeley Rep has cared deeply about our community," says **Susan Medak**, the Theatre's managing director. "This birthday is as much a celebration of our audience as it is of the theatre. Many of our subscribers have been loyally attending since the sixties – and they've encouraged us to engage **a new generation of theatregoers**. So I'm proud to say that, for our 40th birthday, we're introducing new prices that make Berkeley Rep more affordable for people in the community who are just starting school, starting careers, and starting families. Seats and subscriptions are accessible to anybody on any budget."

Berkeley Rep has two theatres: the intimate Thrust Stage and the state-of-the-art Roda Theatre. For the first time, each theatre has been divided into sections with different prices for each section. In Section B, **prices start as low as \$27**; in Section A, tickets begin at \$33; and premium seats cost \$37 or more.

In recent years, Berkeley Rep has tripled attendance by young people – and in a further attempt to welcome that demographic, tickets in each section are **half-price for anyone under 30** years of age. In addition, students and senior citizens may purchase discounted seats one hour before show time.

Subscriptions to Berkeley Rep also reflect this new pricing system – so bargain hunters get the best deal by buying a package and guaranteeing seats for multiple shows. **Subscriptions start at only \$84, a savings of up to 33% on every ticket!** Discounts are once again available for seniors and folks under 30 – and employees of preschools and K-12 schools can obtain ticket packages at a reduced price. This offer is so popular that subscriptions for educators and school staff have doubled in the last year!

Subscribers always get the best seats at the lowest prices. And, with every package, they enjoy valuable benefits such as discounts when purchasing tickets for friends, the right to reschedule for free, and the opportunity to secure seats before the general public for special events like February's hotly awaited presentation of ***Wishful Drinking*** starring Hollywood legend **Carrie Fisher**.

In addition to *Wishful Drinking*, the season includes six spectacular shows:

- ***Heartbreak House***, the comedic masterpiece from Nobel Prize-winning author **George Bernard Shaw** staged by Associate Artistic Director **Les Waters**
- ***after the quake***, a bittersweet tale that measures love on the Richter scale, created by Tony Award-winning director **Frank Galati** and celebrated author **Haruki Murakami**

(MORE)

- The West Coast premiere of ***Argonautika***, an exhilarating adventure with Jason and the Argonauts staged by Tony Award-winner **Mary Zimmerman**
- The world premiere of a spellbinding solo show from Obie Award-winner **Danny Hoch**, directed by Artistic Director **Tony Taccone**
- The American premiere of **Will Eno's** satirical ***TRAGEDY: a tragedy***, staged by Mr. Waters
- And the West Coast premiere of Theatre de la Jeune Lune's magical new take on ***Figaro***, directed by **Dominique Serrand**

Tickets for these six shows go on sale at noon on Sunday, August 19. Seats for *Wishful Drinking* do not go on sale to the general public until November 25, the Sunday after Thanksgiving. Until then, tickets to see Carrie Fisher may be obtained as part of a subscription package of three or more plays, and subscribers may purchase extra tickets to her show for their friends and relatives. Groups may also secure blocks of seats in advance for *Wishful Drinking*. **For the best seats, order now!**

Born in a storefront on College Avenue, **Berkeley Rep** has moved to the forefront of American theatre – and is still telling unforgettable stories. Founded in 1968 by Michael Leibert, the Theatre quickly earned respect for presenting the finest plays with top-flight actors. In 1980, with the support of the local community, Berkeley Rep built the 400-seat Thrust Stage where its reputation steadily grew over the next two decades. It gained renown for an adventurous combination of work, presenting important new dramatic voices alongside refreshing adaptations of seldom-seen classics. In recognition of its place on the national stage, Berkeley Rep was honored with the Tony Award for Outstanding Regional Theatre in 1997. The company celebrated by unveiling a new 600-seat proscenium stage in 2001, the state-of-the-art Roda Theatre. It also opened the Berkeley Rep School of Theatre, the permanent home for a 22-year tradition of outreach and education programs. The addition of these two buildings transformed a single stage into a vital and versatile performing arts complex, the linchpin of a bustling Downtown Arts District which has helped revitalize Berkeley. **In four decades, nearly four million people have enjoyed 300 shows at Berkeley Rep**, including more than 40 world premieres. The Theatre now welcomes an annual audience of 180,000, serves 20,000 students, and hosts dozens of community groups, thanks to 1,000 volunteers and more than 400 artists, artisans, and administrators. In the last two years, four shows seen at Berkeley Rep have gone on to sold-out runs in New York – and this summer two shows developed here are playing simultaneously in Los Angeles.

With its striking good looks, **Berkeley Rep doesn't look a day over 39**. But it's true – the Theatre is turning 40. Come on over, and don't miss the party! Berkeley Rep is located on Addison Street in downtown Berkeley, close to BART and AC Transit bus lines. For more information, call 510.647.2949 or 888-4-BRT-Tix (toll-free) – or just click berkeleyrep.org.

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BERKELEY REP'S 40th BIRTHDAY – SHOWS FOR 07/08
FACT SHEET

Main Season Play #1 – Roda Theatre

Heartbreak House

Written by George Bernard Shaw

Directed by Les Waters

August 31 – October 14, 2007 (Press Night: Wednesday, September 5)

Main Season Play #2 – Thrust Stage

after the quake

Written by Haruki Murakami

Adapted for the stage and directed by Frank Galati

October 12 – November 25, 2007 (Press Night: Wednesday, October 17)

Main Season Play #3 – Roda Theatre

Argonautika – West Coast Premiere

Conceived and directed by Mary Zimmerman

November 2 – December 16, 2007 (Press Night: Wednesday, November 7)

Limited Season Play #1 – Thrust Stage

A New Play from Danny Hoch – World Premiere

Created and performed by Danny Hoch

Directed by Tony Taccone

January 11 – February 10, 2008 (Press Night: Wednesday, January 16)

Main Season Play #4 – Roda Theatre

Wishful Drinking

Written and performed by Carrie Fisher

Directed by Tony Taccone

February 8 – March 30, 2008 (Press Night: Wednesday, February 13)

Limited Season Play #2 – Thrust Stage

TRAGEDY: a tragedy – American Premiere

Written by Will Eno

Directed by Les Waters

March 14 – April 13, 2008 (Press Night: Wednesday, March 19)

Main Season Play #5 – Roda Theatre

Figaro – West Coast Premiere

Inspired by Mozart and Beaumarchais

Adapted by Steven Epp and Dominique Serrand

Directed by Dominique Serrand

April 25 – June 8, 2008 (Press Night: Tuesday, April 29)

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