

FOR IMMEDIATE RELEASE

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“Velour’s show immediately stands out from the crowd...
The true big reveal is that she is one of the world’s finest drag entertainers, performers
and artists.” —*Attitude*

“Smart, eye-catching, and out of this world.” —*The Scotsman*

“Awe-inspiring, intelligent, endearing, and CAMP...” —*Lost in Theatreland*

**INTERNATIONALLY RENOWNED DRAG QUEEN, VISUAL ARTIST, AND
AUTHOR SASHA VELOUR BRINGS *THE BIG REVEAL LIVE SHOW* TO BERKELEY
REPERTORY THEATRE FOR A LIMITED ENGAGEMENT**

**Berkeley Rep’s Roda Theatre
June 4–15, 2025**

— Tickets On-Sale Thursday, April 10 at 10 a.m. PT —

BERKELEY, CA (March 18, 2025)— Following sold out shows across the United States and Europe, Berkeley-born global drag icon, visual artist, and author **Sasha Velour** (HBO’s *We’re Here*, *RuPaul’s Drag Race*) will bring ***The Big Reveal Live Show!*** to **Berkeley Rep’s Roda Theatre** for a limited engagement beginning **Wednesday, June 4 and running through Sunday, June 15**. Single tickets are available to the general public starting **Thursday, April 10 at 10 a.m.** at berkeleyrep.org or by phone at 510-647-2949 (Tue–Sun, 12–7 p.m.). Berkeley Rep subscribers have early access to tickets beginning on **Wednesday, April 2, at 10 a.m.**

A limited number of VIP upgrades will be available at select performances, which includes an exclusive art print and a meet-and-greet/photo-op with Velour before the show. Copies of her best-selling book, [“*The Big Reveal: An Illustrated Manifesto of Drag*,”](#) will be for sale at the show and purchasers will have a chance to get their copy signed by Velour after each performance.

Velour says, “I’ve had the immense privilege of sharing *The Big Reveal Live Show* with audiences around the world - bringing the spirit of camp to the theater when we need it the most! I never expected how this small drag show would grow, and explode onto the scene. Because the core of the story centers on my past and family history, getting to bring this thrilling, over-the-top, spectacle to the city where I was born (my first time ever in Berkeley in drag!!) truly feels like a full-circle triumph.”

Known for her emotional, thoughtful, and crowd-shaking reveals, *The Big Reveal Live Show!* takes things to a whole new level as Velour goes further than she ever has before with masterful intricacy. Theatrical at its core, the show takes on many forms over the course of 90 minutes: high-concept lip sync performances, artful oration, childhood film footage, video art, personal storytelling, and more. *The Big Reveal Live Show!* shows this superstar at her most playful and hilarious, while also taking you deeper into the rich history of drag. Incorporating whip smart comedic timing, astonishing stage design, and a commanding theatrical presence, she deploys drag as a way to disarm audiences and hit them with emotional truths. Suitable for all ages, the show's drag performances are accompanied by a diverse soundtrack ranging from Stevie Wonder to Britney Spears, Stephen Sondheim to Deep Purple.

Berkeley Rep recognizes the generous support of **BART** and **Peet's Coffee**, its official season sponsors. Berkeley Rep is also delighted to acknowledge support at the season sponsor level from **Stephen & Susan Chamberlin, Yogen & Peggy Dalal, Bruce Golden & Michelle Mercer, Frances Hellman & Warren Breslau, Wayne Jordan & Quinn Delaney, Jonathan Logan & John Plane, Gisele & Kenneth F. Miller, Jack & Betty Schafer, the Strauch Kulhanjian Family, Kelli & Steffan Tomlinson, and Gail & Arne Wagner.**

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ABOUT SASHA VELOUR

Critically acclaimed, gender-fluid drag queen, visual artist, speaker, illustrator, and newly minted author Sasha Velour has been a force in the international drag scene long before her scene-stealing, rose-petal-filled win on season nine of "RuPaul's Drag Race." As a modern-day pioneer of innovative, emotive, and provocative drag aesthetics, Velour continues to raise the bar for the art of drag performance across the globe.

Velour is most notably recognized as the winner of season nine of the Emmy-nominated "RuPaul's Drag Race" on VH1 in 2017. Her lip-sync performance to Whitney Houston's "So Emotional" made history for the competition series, hailed as "the performance of the year" by *The A.V. Club* and named one of "TV's Best Musical Moments on Television" by *Entertainment Weekly*. The act cleverly featured an elaborate reveal full of rose petals hidden in her gloves and wig and is now widely regarded as one of the most iconic performances in the show's history, having contributed to a 500% increase in streaming plays of the song that summer and catapulted Velour's star power into publications such as *Vogue*, *ELLE*, *Rolling Stone*, and *The New York Times*, to name just a few. To this day, many "RuPaul's Drag Race" aficionados still rank Velour as an all-time top contestant on the series (with over 17 regular US seasons) and queens across the world still flock to Velour for her iconic looks and prized makeup technique.

Ingenuity is not something new to Velour, as her live performances have been renowned by critics as "an entirely new level of performance art" (*Yahoo!*) and "heart-wrenching" (*Billboard*). Her first one-queen drag show, [Smoke & Mirrors](#), toured from 2019–2022 and was seen by over 100,000 people in over 80 cities around the world including sold-out performances at the prestigious London Palladium and the Folies Bergère in Paris, alongside New York City, Los Angeles, Vancouver, Auckland, Warsaw, Bogotá, and more. Velour's esteemed drag show, *NightGowns*, founded in 2015, has hosted some of the world's greatest drag performers before being [adapted into a docu-series](#) directed by Sophie Muller and The Documentary Group in 2020. In 2021, the cast released two original *NightGowns* films: [NightGowns Forever](#), an anthology of past shows, and [NightGowns the Musical](#), an original comedy set in 1967, performed Off-Broadway in June 2021.

In Spring of 2024, Sasha appeared as one of the four new hosts on the fourth season of the Peabody Award-winning *We're Here* on HBO. The final season of the show was nominated for two Critics Choice Awards.

Velour's talents also expand beyond the drag universe, as her artist profile continues to transcend boundaries and mediums untouched by many other queens. Velour's studio and illustration work has been the subject of two acclaimed solo gallery shows in New York in 2014 and 2016 before being tapped by Google to draw their homepage search engine doodle of the late [Marlene Dietrich](#) in celebration of her 116th birthday in 2017. She was also commissioned by *The New Yorker* to create a self-portrait for their cover in June 2023. Together with her partner Johnny, she also self-published and designed the art magazine "[Velour](#)," now released in the hardcover collector's edition, which celebrates the art of drag through visual art, poetry, photography, and essays. Velour frequently uses her platform to discuss politics, queer history, and LGBTQ+ issues in an educational format, having transformed her into a highly sought-after public speaker. Velour has graced the stages at prestigious venues and events, including The Smithsonian for "The Long Conversation," an event with thought leaders from around the world, US Embassies in Singapore, Bogota, and Oslo, and many distinguished colleges and universities including The University of British Columbia, UC Davis, Purdue, The University of Illinois, the University of North Carolina-Wilmington, and Columbia University. Velour's appearance on "Good Morning America" in 2023, in which she spoke against the anti-drag backlash, was nominated for a GLAAD award.

In Spring 2023, Velour released her debut book, "The Big Reveal: An Illustrated Manifesto of Drag," published by Harper Collins. Billed as a first-of-its-kind, "spellbinding" work, Velour's work thoughtfully weaves memoir, history, and theory into a living portrait of an artist and an art. Throughout the book, Velour illuminates drag as a unique form of expression with a rich history and a revolutionary spirit as she recalls her own journey and uncovers the history of queer life around the world that made it all possible. The spellbinding book highlights both Velour's intellect and imagination, featuring photos and her original artwork and illustrations intertwined with insightful critical theory, riveting LGBTQ+ history, memoir, and all-engrossing camp. "The Big Reveal" is available where all fine books are sold.

ABOUT BERKELEY REP

Berkeley Repertory Theatre has grown from a storefront stage to an international leader in innovative theatre. Known for its ambition, relevance, and excellence, as well as its adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. Over 6 million people have enjoyed more than 500 shows at Berkeley Rep, including 86 world premieres. Berkeley Rep shows have gone on to win eight Tony Awards, nine Obie Awards, 11 Drama Desk Awards, a Grammy Award, a Pulitzer Prize, and many other honors. In recognition of its place on the national stage, Berkeley Rep received the Tony Award for Outstanding Regional Theatre in 1997. Through its annual seven-play season, together with up to four special event presentations, Berkeley Rep invites audiences to enjoy an eclectic range of theatrical experiences featuring diverse artistic voices, themes, and perspectives. To formalize, enhance, and expand the processes by which Berkeley Rep makes theatre, The Ground Floor: Berkeley Rep's Center for the Creation and Development of New Work was launched in 2012. Serving some 20,000 people a year, Berkeley Rep's School of Theatre ensures broad access to dynamic arts educational activities, especially for Bay Area youth, and provides immersive training for current and future theatre makers. In 2021, Berkeley Rep launched In Dialogue, a program that places its theatre-making skills and resources in service of the community. Using storytelling as an anchor, In Dialogue is developing long-term collaborations with local, socially centered organizations, as well as educating and activating our audiences around organizations whose work aligns with the themes

of our productions. Berkeley Rep's bustling facilities—which include the 600-seat Roda Theatre, 400-seat Peet's Theatre, Medak Center, and a spacious campus in West Berkeley—are helping revitalize a renowned city. Learn more at berkeleyrep.org.