

FOR IMMEDIATE RELEASE

For more information contact:
Darren R. Schroader at
310-403-5502

Funding For Free Performances Drops
City of Rancho Palos Verdes pulls funding for
free Shakespeare by the Sea performance
at Fred Hesse Jr. Community Park

May 21, 2009, LOS ANGELES, CA – Producing Artistic Director for Shakespeare by the Sea, Lisa Coffi, stated today that the City of Rancho Palos Verdes has pulled its funding for a free performance of *As You Like It* scheduled to take place at Fred Hesse Jr. Community Park on July 5, 2009 and that Shakespeare by the Sea is seeking a funding hero to ensure that the show will go on.

“This year, the City of Rancho Palos Verdes cut support for the arts across the board - so we're not the only casualties. The City of Irvine also pulled funding and we had to cancel the performances scheduled there. I've had to cut nearly \$80,000 from the original budget for this season due to the decreases in corporate sponsorship and we still have over \$100,000 left to raise to cover the costs of producing our admission-free shows. We have a benefit film screening planned, merchandising from the festival and our production of *Hamlet II*, all of which will help support the free performances, but this festival would not be what it is today without municipal and corporate support,” said Lisa Coffi. “We would like the free performance of *As You Like It* to go on as planned and we are seeking a sponsorship hero to help us out.”

Anyone interested in supporting the Rancho Palos Verdes performance can contact Lisa Coffi at lisa@shakespearebythesea.org or by calling 310-217-7596.

Since 1998, Shakespeare by the Sea has presented quality admission-free Shakespeare performances in dozens of communities throughout Los Angeles and Orange Counties. The free summer festival has become a tradition for thousands of South Bay families. Last year's attendance reached a record breaking 23,000 total audience members.

Shakespeare by the Sea's mission is to bring new, contemporary and classic works to underserved, culturally diverse audience in order to ignite imagination, promote literacy and encourage artistic expression. Partnerships with local city organizations, as well as generous donations, make these free performances possible

For audiences seeking quality, family entertainment, Shakespeare by the Sea's free performances cannot be beat. The comedies are timeless, the admission ticketless, and the experience priceless.

Production schedules, locations and further information can be found online at www.shakespearebythesea.org or by calling 310-217-7596.

For more information contact
Darren R. Schroader
310-403-5502
darren@shakespearebythesea.org

#