

BRAVE NEW WORKSHOP

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BRAVE NEW PRESS RELEASE

BRAVE NEW WORKSHOP INSTITUTE

2605 Hennepin Avenue South, Minneapolis, MN 55408

FOR IMMEDIATE RELEASE

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24-Hours of Laughs to Support Gilda's Club Twin Cities

MINNEAPOLIS, Minn. – June 26, 2008 – The Brave New Institute announces the first annual Dudley Riggs 24-hour Improv Marathon to support Gilda's Club Twin Cities. The Improv Marathon will pull together the Twin Cities improv community in support of this fantastic cause. The non-stop fun will begin on July 12th at 10 pm and will keep audiences laughing night and day till 10 pm on July 13th at the historic Brave New Workshop theatre in Uptown Minneapolis.

The Riggs Marathon unifies the Twin Cities improv community for the first time in support of a wonderful philanthropic cause. Organizers project to raise \$8,000 through the pledges of the performing teams. Audiences will not only be entertained as they endorse an admirable cause, but will also have the opportunity to experience the array of styles and techniques that Twin Cities' improvisers have to offer.

Gilda's Club is a non-profit organization with a mission to create welcoming communities of free support for everyone living with cancer – men, women, teens and children – along with their families and friends. The innovative Gilda's Club program is an essential complement to medical care, providing networking and support groups, workshops, education and social activities. Founded in 1995, Gilda's Club is named for Gilda Radner of Saturday Night Live fame, who passed away in 1989 of ovarian cancer. During her cancer journey she called for the need for a place that will provide the emotional and social support for people living with cancer and their loved ones. Currently there are 21 clubhouses open in the United States and Canada, with 7 more, including the Twin Cities, in development. Gilda's Club Twin Cities is currently raising funds towards opening the first Minnesota clubhouse in late 2009.

"We're so grateful that the Brave New Institute has chosen Gilda's Club Twin Cities as the beneficiary for this event," said Meleah Follen, Executive Director for Gilda's Club Twin Cities. "It's very fitting that the longest running improv comedy theatre in the country pays tribute to one of the art form's most beloved performers, Gilda Radner. The Brave New Workshop has generously supported our efforts to bring Gilda's Club to the Twin Cities since day one, and this event is a great example of the creative collaborations that will be needed to get our clubhouse open."

John Haynes, Director of the Brave New Institute and co-organizer of the event says "This is a great opportunity for the improv community to support and honor the life of someone from our own industry, and affect the community with an act of giving through humor." Haynes expects that the marathon will feature approximately 35 – 40 improv groups, as well as some surprise performances and a sprinkling of information about Gilda's Club Twin Cities. Most groups will perform 30-minute sets, with constant performances happening on the Brave New

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Workshop stage from 10 p.m. on Saturday, July 12, up until 10 p.m. on Sunday, July 13. The 24-hour production will also include performances by a graduating production class from the Brave New Institute, as well as a special edition of the popular weekly Sunday night show, Improv-A-Go-Go.

"It's an honor to have my name associated with this event," said Dudley Riggs, founder of the Brave New Workshop Theatre, which this year celebrates its 50th anniversary. "An improvisation 'marathon' is just the type of thing I love to see happening at the Brave New Workshop. It's symbolic of how this theatre has survived for 50 years . . . the show goes on, no matter what, no matter how. And to see the improv community backing such a worthy cause makes me all the more proud. I am aware of the work Gilda's Club Twin Cities has been doing in the past few years to bring a clubhouse to the Twin Cities. I support what they are doing, will continue to do so."

The 24-hour marathon will be broken into 2-hour performance blocks. Audiences can purchase tickets to a 2-hour block for \$5. To experience the full range that the marathon has to offer, tickets for a 12-hour pass will be available at \$25, and for a 24-hour pass at \$40. Tickets can be purchased at the door or by calling (612) 332-6620.

For more information, images, and participant or organizer appearances/interviews, please contact Stephanie Scott at 612-332-6620, or stephanie@bravenewworkshop.com. Additionally, marathon schedule and information is available at <http://www.bravenewinstitute.org/24improv.php>.

LISTINGS SUMMARY:

Dudley Riggs 24-hour Improv Marathon

Where: The Brave New Workshop Theatre, 2605 Hennepin Avenue South in Uptown, Minneapolis

When: July 12, 2008 at 10 pm through July 13, 2008 at 10 pm.

For Schedule and Tickets: For information on the schedule go to www.bravenewinstitute.org/24improv.php. Tickets can be purchased at the door or by calling (612) 332-6620.

Media contact: Stephanie Scott at stephanie@bravenewworkshop.com or 612-332-6620.

About the Brave New Workshop (BNW): The Brave New Workshop has been writing, performing and producing sketch comedy and improvisation since 1958-- longer than any other theatre in the United States. Founded by former circus performer Dudley Riggs and currently owned by husband and wife John Sweeney and Jenni Lilledahl, the little storefront theatre on Hennepin Avenue in Minneapolis has become a legendary comedy institution, where audiences enjoy improv and sketch comedy nearly every night of the week. The company's talented performers create satirical, irreverent, and intelligent original works. Alums of the Workshop stage include Louie Anderson, Pat Proft, Al Franken, Tom Davis, Mo Collins ("Mad TV"), Peter MacNichol ("Ally McBeal", "24"), Melissa Peterman ("Reba"), and Cedric Yarbrough ("Reno 911", "The Boondocks"). The Brave New Workshop's corporate services division trains and entertains companies like Microsoft, Yahoo!, Visa, and Target. Additionally, the Brave New Institute school of improvisation boasts the most comprehensive improv training curriculum in the country.

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