



**News Release
Virginia Repertory Theatre**

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**Virginia Rep Announces
Changes to the Signature Season**

Richmond, VA – Virginia Repertory Theatre has announced several changes to the company’s programming during the remainder of the 2012-13 Season as a proactive move to weather uncertainties in the national economy. “We are thrilled with the momentum we have enjoyed since the rebranding of Virginia Repertory Theatre. We just closed a very successful production of *The Producers* and this weekend marks our first annual *Anything Goes Gala* with close to 300 guests. But we sense that uncertainties in the national economy and decisions in Washington could affect our funding down the road and we would rather reduce our exposure,” stated Phil Whiteway. “The upside of these changes will be an even greater focus on artistic quality and an extension of some programming.”

Virginia Repertory Theatre is a nonprofit professional theater operating on an annual budget of approximately \$5,000,000. Of that total, approximately \$1,500,000 is derived from contributions from individuals, corporations, foundations and government. Approximately \$2,300,000 is derived from ticket sales, and \$1,200,000 derived from touring. All three of those revenue streams could be impacted by changes in tax code or decreased funding in education or to the National Endowment for the Arts. “We hope it doesn’t happen, says Whiteway, but the responsible course of action is to be prudent with our resources and planning until we know. We still have a very ambitious season ahead.”

Virginia Rep will implement the following changes:

*The upcoming production of Noël Coward’s *Hay Fever* will begin as scheduled in the historic November Theatre with a special performance on Valentine’s Day, Thursday,

February 14. Opening Night will be Friday, February 15, as planned. The closing performance has been moved one week earlier, and the show will now close on Sunday, March 3 rather than the previously announced March 10. Those who currently hold tickets for the week March 4 will be contacted by phone and given the opportunity to exchange into earlier performances.

*Opening night of the classic American musical *The Music Man* has been moved from Friday, April 12 to Friday, June 28. *The Music Man* will be performed in the historic November Theatre. It will replace the previously announced production of *The Color Purple*, and run through Sunday, August 4. *The Color Purple* will be staged in the historic November Theatre during the summer of 2014. *The Music Man* will now be a part of the Children's Season and the Signature Season.

*The Cadence Theatre Company's production of *Next to Normal* in partnership with Virginia Repertory Theatre will be staged in the Historic November Theatre instead of Willow Lawn from April 25 to May 18. The larger stage will provide greater artistic capacity.

*The Children's Theatre of Virginia's production of *Lyle, Lyle Crocodile* has been extended for two weeks to accommodate student matinees and to take advantage of the available space at Willow Lawn. The show will run from March 1 to April 5.

Those holding tickets for *The Music Man* will be contacted and provided tickets for the new summer dates. Those holding tickets for *The Color Purple* will be able to keep their same tickets to use for *The Music Man* on the same dates in the same seats. The Box office is contacting all patrons and Virginia Rep will honor all exchange requests.

The Barksdale Season at Hanover Tavern will continue as planned.

For more information on tickets, dates, and exchanges please visit www.va-rep.org or call 804-282-2620.

About Virginia Repertory Theatre

Virginia Repertory Theatre, located in Richmond, VA, combines the talents and strengths of two nonprofit companies that shared facilities, resources, and management teams for over a decade. Now the heritages of Barksdale Theatre (founded in 1953) and Theatre IV (founded in 1975) live on in their new form, as Central Virginia's leading professional theatre company. Virginia Rep presents national caliber productions of the great dramas, comedies, and musicals including classics, contemporary works, and world premieres, always seeking to demonstrate the unique power of theatre to engage, enthrall, educate, and inspire. Productions are staged at four distinct venues: the Sara Belle and Neil November Theatre and Theatre Gym at the downtown Virginia Rep Center, Virginia Rep's Children's Theatre of Virginia located at Willow Lawn, and Virginia Rep's Barksdale Season at Hanover Tavern.