

UNICORN · COLONIAL · FITZPATRICK

BERKSHIRE

THEATRE GROUP

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For Immediate Release, please: Friday, December 27, 2013

Berkshire Theatre Group Celebrates a Successful Third Year as a Merged Organization with Growth in Revenue and Record-Breaking Productions

Pittsfield, MA—Berkshire Theatre Group, the successfully merged Colonial Theatre in Pittsfield and Berkshire Theatre Festival in Stockbridge are proud to announce a profitable and well-received summer and fall 2013 seasons.

With the leadership of Artistic Director and CEO Kate Maguire, BTG celebrates its third year as a merged cultural organization. The past summer and fall season, BTG presented nearly 300 events at their five stages: The Colonial Theatre and the Garage in Pittsfield, and the Berkshire Theatre Festival campus: the Fitzpatrick Main Stage, The Unicorn Theatre and the Neil Ellenoff Stage.

“This is the third year of the merger and we couldn’t be more thrilled,” said Kate Maguire, “Each season, we are becoming a more unified and stronger organization that not only brings spectacular talent to the Berkshires but also serves as a very important platform for local talent from the community of adults and children alike. We are grateful to have the relentless support of our patrons and the Berkshire community year after year and we are very excited for another wonderful year in 2014!”

Summer 2013 In-Review

For the third year in a row, BTG has shown an increase in gross revenue. For the summer 2013 season, BTG’s gross revenue was increased by 17 percent. *Same Time, Next Year*, *The Lion in Winter*, and *Anna Christie* were performed at the Fitzpatrick Main Stage with a combined expanded schedule totaling 53 performances and a 4% increase in attendance. *Anna Christie*, directed by the Pulitzer Prize and Tony Award-winning David Auburn, received much praise and a stellar review from Ben Brantley at the *New York Times*.

The Unicorn Theatre had a record-breaking season with *Extremities*, *The Cat and the Canary*, and *Mary and Edith*. The 122-seat venue was at 90% capacity for the run of the season, attended by nearly 7000 patrons and had a 12 percent increase in revenue from the 2012 Unicorn season. The widely-acclaimed buzz of the summer, *The Cat and the Canary* contributed much success to the overall season. The who-dunnit murder mystery, directed by Ethan Heard, was the best selling play at the Unicorn since the 2011 merger with an average of 111 tickets sold per performance. Nearly 3,300 patrons attended the 4 week-long production (26 shows). Wednesday matinees were added to the run due to popular demand.

At the Colonial, the community production of *Peter Pan* was also a great success of the summer with a cast of 103 actors, 93 of whom were talented students from 32 different schools in the Berkshires. The community production which is always the heart of BTG, aims to foster the love of theatre in the next generation and provide a positive

outlet for Berkshire youth. This production marked the first time actors have been flown over The Colonial Theatre audience during a live performance. For the special effects, BTG hired Hall Associates Flying Effects to create flying stunts for the principal actors: Peter, Wendy, John and Michael. This was also the best-selling community production nearly doubling the amount of ticket sales from 2012's community production of *Oliver!* and the 760-seat venue was at 90% capacity for the 11-show run.

Fall 2013 In-Review

BTG's fall season held a full schedule of talented, chart-topping musicians and special events. The 4th annual benefit event, *Romance, Soul, & Rock 'N Roll* had a 4 percent increase in attendance and revenue from 2012. The 3rd annual new works festival, *Made in the Berkshires* also had a 10 percent increase revenue.

October and November were record-breaking months for BTG. October brought nearly a 70 percent increase in revenue in comparison to October 2012 and November 2013 more than doubled the revenue from November 2012.

The four major pop and rock concerts: Dave Mason, Lyle Lovett & John Hiatt, Gordon Lightfoot and Three Dog Night at the Colonial were the highlights of the fall season averaging nearly 600 people in attendance per concert. To finish off the season, *A Christmas Carol* figures are pending the end of the production on December 29 but current numbers indicate a profitable run of the annually performed Dicken's classic.

Awards and Accolades

BTG was named "Best Live Theatre" for Best of the Berkshires 2013 and the 2013 "Berkshire Theater of the Year" by the *Pittsfield Gazette*. The Colonial Theatre was picked as the "#1 Best Performance Space in the Berkshires" by *Jiminy Peak magazine* and one of the top ten winter destinations by Massachusetts Office of Travel & Tourism.

Oklahoma! (directed by Eric Hill) was named one of the top five for Best Theatre 2013 by *Metroland* newspaper. *Extremities* (directed by Karen Allen) was named one of the top five in Best Theatre 2013 by *The Berkshire Eagle* newspaper. *Anna Christie* (directed by David Auburn) was selected for "Best Performance" for Rebecca Brooksher's role as Anna Christopherson and *Mary and Edith* was hailed as a "Best Surprise" by *The Westfield News newspaper*.

BTG also received the "2013 American Graphic Design Award" for their 2013 Summer Season Poster from Graphic Design USA, an international graphic design organization. BTG was selected from over 8,000 entries from across the nation, representing the highly selective 15 percent of excellence in design.

Looking Forward to 2014:

For the spring 2014 season, BTG is excited to have a full schedule of great touring productions. The season will feature comedians: Colin Quinn and Loni Love and concerts with legendary pop-rock idol, Rick Springfield and Moody Blues Frontman, Justin Hayward at the Colonial and *New York Times* acclaimed indie-folk band, Darlinside opening the Garage season.

BTG is also pleased to celebrate its 86th season at Berkshire Theatre Festival and the 111th year at the Colonial Theatre. For the summer 2014 musical: Ethan Heard, who also directed this past summer's hit *The Cat and The Canary*, will direct Stephen Sondheim's *A Little Night Music* at the Colonial. This classic waltz of a musical will feature the amazingly talented soprano, Maureen O'Flynn, who has performed at opera houses across the world including principal roles at The Metropolitan Opera in NYC. The full 2014 summer season will be announced in February.

For more information about Berkshire Theatre Group visit: www.berkshiretheatregroup.org

About Berkshire Theatre Group

The Colonial Theatre, founded in 1903, and Berkshire Theatre Festival, founded in 1928, are two of the oldest cultural organizations in the Berkshires. Having united in November of 2010 under the leadership of Artistic Director and CEO Kate Maguire, these two institutions are providing the Berkshires and beyond with the finest in live theatre, music, dance and the visual arts on five stages in Stockbridge, MA and Pittsfield, MA. The Fitzpatrick Main Stage (400 seats), cataloged by the National Register of Historic Places, was originally designed and built by Stanford White as the Stockbridge Casino in 1888. The intimate Unicorn Theatre (122 seats) is a home for emerging artists and new theatrical ideas. The Colonial in Pittsfield (780 seats) re-opened in August of 2006, following a \$21 million restoration, and boasts pristine acoustics, classic gilded age architecture and state-of-the-art technical systems. BTG also performs at the outdoor Neil Ellenoff stage, located on the grounds of BTF in Stockbridge, and at The Garage, a music venue located in the lobby of The Colonial. BTG serves over 100,000 patrons per year and reaches over 17,000 students through its educational and outreach programs. For more information on BTG call (413) 448-8084. To purchase tickets, call (413) 997-4444 or go online to www.BerkshireTheatreGroup.org.