



Supporting Women and Girls by Supporting the Arts
Women's. Action. Movement.

FOR IMMEDIATE RELEASE

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**WAM THEATRE'S FIRST EVENT, *A WAM WELCOME*, A SUCCESS!
\$1000 DONATED TO WOMEN FOR WOMEN INTERNATIONAL**

April 9-11, 2010, WAM Theatre presented its inaugural event, 'A WAM Welcome' at the Barrington Stage Company Second Space. The evening of three diverse theatrical selections celebrated live theatre pieces created by women for the enjoyment of all. Due to the generous pre production donations from individuals, a grant from the Bob Bacon Memorial Fund and the audience who supported WAM Theatre during the event, WAM Theatre was able to donate \$1000 to Women for Women International, whom WAM Theatre chose as their first beneficiary.

Jennifer Morabito, Grassroots Marketing Officer for Women for Women International remarked, "We are grateful for the support of WAM Theatre and honored to be the beneficiary of 'A WAM Welcome'. It is because of the generosity and passion of individuals at the grassroots level that we are able to fulfill our mission of helping women move from victim to active citizen in the wake of war."

Audience Reactions:

'So often there's no attention paid to the efforts we make to extend ourselves when we believe in something. No, we can't change the whole world, but we can each do something. Know that your mission is being fulfilled. The way that you personally extended yourself to me (and to every member of the audience) closed the deal...I have been seduced by WAM!'

Kim Burnick

'WAM, a necessary installation to the region's creative scene. A Tour De Force! I eagerly await their next production!'

Kevin Craig West

'I have to say how much I enjoyed the performance. The variety and scope of topics and talent was amazing.... It really resonated with me and I'm sure a lot of other woman (of all ages) were moved as well.

Paula Beaudin

Press Reactions:

'...based on the trio of compelling works that make up A WAM Welcome, WAM Theatre promises to bring something new to our creative communities.'

Lesley Ann Beck from Berkshire Living Magazine

'...I felt so liberated when Gelfenbien came out with that Post-It note on her chest. Accept who you are, what you look like, and the gifts you've been given and go out

and DO SOMETHING!....'

Gail Burns from GailSez.org

WAM Theatre is very grateful to the performers, designers, donors, audience members and BSC volunteers and staff who helped make our first event a success.

Coming up for WAM Theatre:

'Melancholy Play' by Sarah Ruhl, November 10-21, 2010 in Pittsfield, MA.
A portion of the proceeds from this event will go to WAM Theatre's second beneficiary, The Women's Fund of Western Massachusetts.

'Sarah Ruhl's Melancholy Play mixes the absurdity of Pirandello and Fellini and the edgy prettiness of Edna St. Vincent Millay. Off-beat, lyrical and just a little bit nutty, it is a real charmer'

Chicago Sun-Times

"A contemporary farce, Melancholy... is Bold, Outward, Sassy, Sexy and Unashamed."
TCG

The fundraising campaign for 'Melancholy Play' has begun and WAM Theatre is actively seeking sponsors for this event. Please go to www.wamtheatre.com for more information or contact co-Artistic Director Kristen van Ginhoven at kristen@wamtheatre.com or 518 243 9627.

About WAM Theatre

WAM Theatre (WAM = Women's Action Movement) is a new theatre company based in the Berkshires of Massachusetts and the Capital Region of New York State, which uses theatre to take action for women and girls worldwide. Inspired by the book 'Half the Sky: Turning Oppression into Opportunity for Women Worldwide' by Nicholas Kristof and Sheryl Wudunn, WAM Theatre was founded in 2009 by professional theatre artists Kristen van Ginhoven and Leigh Strimbeck. Their philanthropic mission is two-fold. Every time an audience comes together for a theatrical event, a community is formed. WAM Theatre engages that community by 1) producing theatrical events by, with, for and about women and girls and 2) contributing a portion of proceeds from those events to organizations that work to benefit the lives of women and girls here and abroad. www.wamtheatre.com

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