

MRT PRESS PACK:

The Real Legend of Sleepy Hollow

Below is a list of what is included and suggestions on what to do with this material. Remember that media agencies need to receive things as far in advance as possible.

***Short and Long Press Releases:** Please give these to your local newspapers as a starting point for a print story on the production. You may enhance these in any way you feel is appropriate. These could also be used for newsletters, TV Community Calendars, etc.

***Press photos:** See web site link.

***30-second radio ad copy** (with 10-second tag time at the end for local information): *If you would like a pre-recorded radio spot on CD contact Teresa two weeks in advance.* If you have no funding to purchase radio ads, try asking a local business to donate some of their yearly radio contract to your agency or school.

***Copy for a PSA:** If you are not fortunate enough to run radio ads, you can always get your local radio and TV stations to run short FREE PSAs for you. You need to fill in the blanks, of course, with your local information.

***Posters:** The poster art work is available for you to download. Make as many copies as you need. There is white space at the bottom on which to write in local information.

***Rep Company Bios and general information on MRT:** This is not only to acquaint you with the cast before their arrival, but also to give you extra information for any longer news articles or interviews.

***Programs** (for your performance's audience members) will arrive with the Stage Manager the day of the show. Programs will not be handed out at in-school performances.

The Real Legend of Sleepy Hollow **Radio Copy**

(*If you would like a pre-recorded radio ad on CD please let Teresa know two weeks in advance)

30-Second Radio Spot

(20 seconds of copy and 10 seconds tag time at the end.)

The University of Montana's **Montana Repertory Theatre** proudly presents its Fall Educational Outreach Tour of *The Real Legend of Sleepy Hollow*. Written by Ron Fitzgerald, this production interweaves Washington Irving's Rip Van Winkle and Ichabod Crane into a hilarious misadventure.

TAG: PLEASE ADD YOUR LOCAL INFORMATION AT THE END OF THIS SPOT...LOCATION, DATES, TIMES AND TICKET INFORMATION.

The Real Legend of Sleepy Hollow **15-Second PSA**

Don't miss the **Montana Repertory Theatre** Educational Outreach touring production of *The Real Legend of Sleepy Hollow*. See the hilarious misadventure of Rip Van Winkle and Ichabod Crane at

_____ (location) _____

on (date) _____ at _____ (time).

Call _____ (phone) _____ for local ticket information.

Sponsored by _____ (sponsor's name) _____.

Montana Rep...bringing you great theatre from the Heart of the Rockies.

LONGER PRESS RELEASE

Tickets are now on sale for *The Real Legend of Sleepy Hollow*

Montana Repertory Theatre's Educational Outreach Tour is proud to announce the opening of this year's touring show *The Real Legend of Sleepy Hollow*. Written by nationally famous screenwriter and playwright Ron Fitzgerald, *The Real Legend of Sleepy Hollow* marks MRT's fourth successful collaboration with Mr. Fitzgerald. Ron was a writer for the hit Showtime series "Weeds" as well as NBC's "Friday Night Lights." He is currently a Supervising Producer for the show "United States of Tara." *The Real Legend of Sleepy Hollow* is being directed by UM MFA Graduate student Bobby Gutierrez and stars recent MFA Acting Graduate Cody Hyslop and UM BFA Graduates Elizabeth Cronin and Tim Larson.

COMING TO _____ ON _____ AT _____.
(CITY) (DAY & DATE) (LOCATION)

Told in under 50 minutes, this production interweaves two of Washington Irving's most famous characters into a hilarious misadventure. Join Rip Van Winkle and Ichabod Crane as they embark on a crazy, spooky quest to unearth the true story of the Headless Horseman and reclaim both the honor and the bride Ichabod lost years ago.

This presentation follows in the Montana Rep's Educational Outreach Tour tradition of bringing staged adaptations of the works of acclaimed historical writers to Montana communities. Recognized as the first great American prose stylist, Washington Irving's short stories, tales and satires continue to influence generations of writers and readers today.

Established in 1977, Montana Repertory Theatre has become one of the most respected professional touring companies in the country today. Recent productions include the highly acclaimed *To Kill a Mockingbird*, *It's a Wonderful Life*, *Death of a Salesman*, and *A Streetcar Named Desire*. The Montana Repertory Theatre has operated under the artistic direction of Greg Johnson, a member of the Acting/Directing Faculty team in The University of Montana's School of Theatre & Dance, for the past twenty-one years.

Tickets for *The Real Legend of Sleepy Hollow* are available at _____

(outlet)

or by calling _____. Prices range from \$ _____ to \$ _____.
(phone)

Performances are at _____ in _____.
(time, day, date) (place)

This Montana Repertory Theatre performance is sponsored by _____.
(sponsor)

Montana Repertory Theatre tours with support from The State of Montana, the Montana Cultural Trust, the Montana Arts Council, and The University of Montana.
(Add local funding information if desired).

SHORTER PRESS RELEASE

Tickets are now on sale for *The Real Legend of Sleepy Hollow*

Montana Repertory Theatre's Educational Outreach Tour is proud to announce the opening of this year's touring show *The Real Legend of Sleepy Hollow*. Written by nationally famous screenwriter and playwright Ron Fitzgerald, *The Real Legend of Sleepy Hollow* marks MRT's fourth successful collaboration with Mr. Fitzgerald. Ron is currently a Supervising Producer for the show "United States of Tara." *The Real Legend of Sleepy Hollow* is being directed by UM MFA Graduate Student Bobby Gutierrez.

COMING TO _____ ON _____ AT _____
(CITY) (DAY & DATE) (LOCATION)

Told in under 50 minutes, this production interweaves two of Washington Irving's most famous characters into a hilarious misadventure. Join Rip Van Winkle and Ichabod Crane as they embark on a crazy, spooky quest to unearth the true story of the Headless Horseman and reclaim both the honor and the bride Ichabod lost years ago.

This presentation follows in the Montana Rep's Educational Outreach Tour tradition of bringing staged adaptations of the works of acclaimed historical writers to Montana communities. Recognized as the first great American prose stylist, Washington Irving's tales, satires and short stories continue to influence generations of writers and readers today.

Tickets for *The Real Legend of Sleepy Hollow* are available at _____

(outlet)

or by calling _____. Prices range from \$_____ to \$_____.
(phone)

Performances are at _____ in _____.
(time, day, date) (place)

This Montana Repertory Theatre performance is sponsored by _____.
(sponsor)

Montana Repertory Theatre tours with support from The State of Montana, the Montana Cultural Trust, the Montana Arts Council, and The University of Montana.

(Add local funding information if desired).

Meet the Company: ***The Real Legend of Sleepy Hollow***

ARTISTIC DIRECTOR: GREG JOHNSON

Greg has served as artistic director of Montana Rep since 1990. He brought with him a commitment to excellence developed during years of experience in the New York theatre, where he worked with the best directors, choreographers, actors, designers, and playwrights in the country. From Neil Simon and Gene Saks to Hugh Leonard, Elizabeth Ashley, Beth Henley, Christine Baranski, Andie McDowell, Barnard Hughes, and Melvin Bernhardt, Greg has been privileged to work with the finest. He brings energy and expertise to every aspect of his involvement with Montana Rep.

Greg's Broadway credits include *Biloxi Blues*; *Crimes of the Heart*; *Is There Life After High School?*; *Da*; and *Hide and Seek*. National tours include the Broadway productions of *Steel Magnolias*, *Crimes of the Heart*, and *Biloxi Blues*. Greg spent nineteen years working in the professional theatre in New York City as an actor, stage manager, and director before coming to Montana to head Montana Rep.

Since joining Montana Rep, Greg has directed *Broadway Bound*; *The Heidi Chronicles*; *Someone Who'll Watch Over Me*; *Lend Me a Tenor*; *Sex, Drugs, Rock & Roll*; *The Real Thing*; *Willi*; *The Voice of the Prairie*; and the national tours of *To Kill a Mockingbird*, *It's a Wonderful Life*, *Death of a Salesman*, *A Streetcar Named Desire*, *The Trip to Bountiful*, *Cat on a Hot Tin Roof*, and *Leading Ladies*. In addition, he is responsible for development of The Missoula Colony: A Gathering of Artists in Support of the Writer's Craft at The University of Montana. Greg has served as a panelist for the National Endowment for the Arts and, with the Rep, is a member of the Theatre Communications Group, a national network of regional theatres. He serves on the faculty of The University of Montana College of Visual and Performing Arts.

Playwright: Ron Fitzgerald

Ron Fitzgerald received his B.A. in English from the University of Pennsylvania and in 1996 he received an MFA from Columbia University in Playwriting, where he studied with Romulus Linney. At Columbia, he won the John Golden Award for Outstanding New Work. He received a Playwriting Fellowship at the Julliard School to study with Marsha Norman and Christopher Durang. At Julliard, he was awarded the LeCompte du Nouy Grant from the Lincoln Center Foundation. His plays have received readings at New Dramatists, Ensemble Studio Theatre, The Public Theatre, The Goodman Theatre and New York Stage and Film. He has also served as Artistic Associate and Assistant Director at the Goodman Theatre and The Playwrights Center. He was a writer for the hit Showtime series "Weeds" as well as

NBC's "Friday Night Lights." He is currently a Supervising Producer for the show "United States of Tara."

Director: Bobby Gutierrez

Bobby earned a BFA in acting from UM in 1998. His resume includes serving as the Artistic Director for the Fort Peck Summer Theatre, as the Company Manager for the illustrious Virginia City Players, and a company member of the Brewery Follies. Some of Bobby's favorite roles have been Slim in *Cowboy Mouth*; Lee in *True West*; the snake in *The Diaries of Adam and Eve*; and Boo Radley in *To Kill a Mockingbird*. His directing credits include *The Proposal*, and *The Cripple of Innishmann*, as well as *Betty's Summer Vacation*, *Bug*, and *Pillowman* for MRM. He also directed the critically acclaimed world premiere of Roger Hedden's play *As Sure as You Live*. He is currently an MFA directing candidate at UM. Bobby would like to thank his wife, Sue, for her support.

Rip VanWinkle: Cody Hyslop

Cody graduated from The University of Montana's MFA Acting program in 2009. He has appeared in many UM School of Theatre & Dance productions including *Coyote On A Fence*, *The House of Blue Leaves*, *Big Love*, and the Montana Rep's 2009 Educational Outreach tour of *The Poe Project*. Inspired by his teaching experiences at the University of Montana and Montana Rep, Cody plans on pursuing a career as a university professor in theatre. He lives in Missoula with his wife Lisa and his sons Dakota and Hayden. Cody is honored to be working with the Rep for the second year in a row and is excited to share his love of literature and theatre with the rest of Montana.

Ichabod Crane: Tim Larson

Tim Larson hails from Helena, Montana. He recently earned his BFA in Acting from the University of Montana and is excited to be putting it to good use! Tim has been involved in many productions in Helena and Missoula and is honored to now be able to perform in towns across Montana. Some of his favorite credits include Owen in "The Foreigner", Tiny Tom in "Urinetown: The Musical", and Ford in "The Merry Wives of Windsor". Tim would like to thank his family and friends for their overwhelming love and support, and the State of Montana for always being big enough to get lost in.

Katrina Van Tassel: Elizabeth Cronin

Elizabeth is thrilled to be working on *Sleepy Hollow* with the Montana Repertory Theatre this fall! She graduated from the University of Montana in 2007 with a BA in Drama and a BA in Anthropology. Since graduating from UM, Elizabeth has worked with Montana Actors Theatre in *The Rocky Horror Show*, several Cabaret shows, as well as organizing the Educational Outreach show for *A Midsummer Night's Dream*. She has also played in FVCC's *The Rocky Horror Show*, Olympia in *Big Love*, and Hermia in *A Midsummer Night's Dream*.

She would like to thank her family for their support and Brandon for taking care of Ryder while she's away! XOXO

Stage Manager: Amanda Paulick

Amanda Paulick is thrilled to be working for the Montana Repertory Theatre and to be back in Missoula. She recently graduated from the University of Montana with a B.A in Theatre Education and a B.A in English Teaching. For the University of Montana, she has designed costumes for *The Good Person of Szechuan* and stage-managed *Medea*. She has also stage-managed *The Rocky Horror Show*, *Closer* and *Midsummer Nights Dream* for MAT. Amanda hopes to continue stage-managing and would like to thank her friends and family for their support.

Costume Designer: Brynn Moll

Brynn is honored and privileged to be apart of the Montana Repertory Theatre's Educational Outreach tour once again! Two years ago her work was featured in the *Diaries of Adam and Eve* tour. As a University of Montana BFA Costume Design/Technology student and graduate Brynn's design credits include *Medea*, *Good Person of Szechuan* and *Fall Dance Showcase* as well as costume crafts, dying painting and assistant credits on multiple other department and Montana Repertory shows. In Missoula, her designs have been seen on the Montana Actor's Theatre stage with *Closer* and *Rocky Horror Live*. Most recently Brynn designed *All Shook Up* for Bigfork Summer Playhouse 2010 season. Locally, she works as a freelance designer, sewing/patterning instructor (multiple venues) and a stitcher at the Missoula Children's Theatre. Special thanks go to the the cast and crew of the Rep, Don, and her people.

Lighting Designer: Joey Sarno

Joey Sarno is a North Carolina native who is thrilled to be working the Montana Repertory Theatre in their 2010 educational outreach production of *The Real Legend of Sleepy Hollow*. Joey is a second year lighting design MFA and the current light shop manager at the University of Montana. He has had the pleasure of collaborating on many wonderful productions including: *The Importance of Being Earnest*, *The Zoo Story*, *Tongue of A Bird*, and *Fully Committed*. He would like to express his thanks and appreciation for the constant love and support of his friends and family.

Set Designer: Brian Gregoire

Brian holds a bachelor's of Science in Theatre from Southern Utah University in Cedar City, Utah where he worked with the Utah Shakespearean Festival in multiple capacities including run crew, props carpenter and scenic carpenter. Since leaving Southern Utah for his native Montana, Brian has worked with the Alpine Theatre Project, Montana Actors Theatre, and Stage 10 Productions. Brian's design credits include *Dead of Winter* by Jay Pyette, *Marisol* by Jose Rivera, and *Macbeth* by William Shakespeare.

Brian currently serves as the Scene Shop Manager for The University of Montana School of Theatre & Dance.

MONTANA REP

TOURING SINCE 1968

Montana Repertory Theatre was established as a professional touring company in 1968 to provide professional theatre to our own and neighboring Western states at an affordable cost. Montana Rep is one of the oldest and most respected touring companies in the country. Our mission is to tell the great stories of our world to enlighten, develop, and celebrate the human spirit in an ever-expanding community.

Montana Rep delivers a theatrical experience in its entirety, bringing with it everything from lighting to sound design. Completely self-contained, the Rep offers presenters large and small—in facilities ranging from new performing arts centers to high school gyms—the opportunity to enjoy first-class theatre.

Main-stage productions are supplemented by audience talkbacks, professional theatre workshops, and a one-hour performance suitable for high schools.

The Professional Ensemble

Montana Rep is pleased to showcase the talents of principal actors, directors, and designers with prestigious credits and awards from the worlds of Broadway, national and international tours, film, and television. The company operates under an agreement with Actors' Equity Association and the University/Resident Theatre Association.

Montana Rep has been touring nationally since 1996, when we presented our first production of *To Kill a Mockingbird*. Following that highly successful tour and building on its success were *It's a Wonderful Life*, *The Diary of Anne Frank*, *Death of a Salesman*, *The Miracle Worker*, *A Streetcar Named Desire*, *The Trip to Bountiful*, *Lost in Yonkers*, *Cat on a Hot Tin Roof*, and *Leading Ladies*.

Montana Rep is proud to present the very best of the American theatre tradition, as we continue examining the heart of the American character through the medium of live theatre.

Montana Repertory Theatre is funded in part by a grant from the Montana Arts Council (an agency of state government), with support from the Montana State Legislature, The University of Montana, the Montana Cultural Trust, and Dr. Cathy Capps. This funding helps us maintain the most affordable fees of any comparable theatre on the road today.

A Commitment to Academic Excellence

As the professional theatre-in-residence at The University of Montana, Montana Rep offers theatre students unique educational opportunities. UM is one of very few universities in the nation to house a professional touring company, and the only one that incorporates students and faculty into that company. Students touring with Montana Rep work alongside seasoned actors, directors, designers, and technical crew members, gaining experience that other academic programs cannot offer.

To learn more about our theatre seasons and academic programs, please visit these websites:

Montana Repertory Theatre
www.montanarep.org
montana.rep@umontana.edu

School of Theatre & Dance
umt.edu/umarts
www.umtheatredance.org
umtheatredance@umontana.edu

College of Visual and Performing Arts
umt.edu/umarts

The University of Montana
www.umt.edu