

DEMAND PR

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MEDIA ALERT FOR THEATRE EDITORS AND REVIEWERS AND CALENDAR LISTINGS

LA MIRADA THEATRE FOR THE PERFORMING ARTS & MC COY RIGBY ENTERTAINMENT ANNOUNCE THEIR 2008/2009 SEASON OF SHOWS!

*Featuring the first stop of North American Tour of all-new
HAPPY DAYS: A NEW MUSICAL!
The first new TUNA show in a decade!
Johnny Cash! Neil Simon! Souvenir!*

April 7, 2008...La Mirada, Calif...LA MIRADA THEATRE FOR THE PERFORMING ARTS & MC COY RIGBY ENTERTAINMENT are thrilled to announce their 2008 – 2009 season of shows in one of Southern California's most beautiful theaters! The company will offer its subscribers and audiences five unforgettable theatrical events: beginning with a fantasia on the life of Florence Foster Jenkins, to 1959 Wisconsin and Fonzie, Richie and the whole *Happy Days* gang; from a songfest of one of America's musical legends, to Yonkers, New York, in one of America's greatest playwrights most moving plays; and then there's a hilarious trip to Vegas with the Tuna boys in their first new show in over a decade! This is a season the entire family can enjoy and one of La Mirada Theatre for the Performing Arts and McCoy Rigby Entertainment's most exciting ever!

The 2008/2009 LA MIRADA THEATRE FOR THE PERFORMING ARTS season:

“*Souvenir*’ squeals with diva delight!” - USA Today

SOUVENIR

A Fantasia on the Life of Florence Foster Jenkins

Written by Stephen Temperley

September 12 – September 28, 2008 (Press Opening September 13)

This Tony and Drama Desk Award-winner opens the season at La Mirada! Real-life eccentric heiress Florence Foster Jenkins fancied herself a coloratura soprano -- but the exact opposite was true! Despite being called “majestically awful,” her concerts in the 1930s and ‘40s, including a legendary appearance at Carnegie Hall, were not only sold-out but were attended by the crème de la crème of Manhattan society. Told affectionately through the eyes of her longtime accompanist Cosme McMoon, *Souvenir* is the sweet and inspiring, and yes, hilarious, portrait of a passionate music lover who believed that “what matters most is the music you hear in your head.”

(more)

First stop on its North American tour!!!

HAPPY DAYS: A New Musical

October 31, 2008 – November 16, 2008 (Press Opening November 1)

Happy Days are here again... again! *Happy Days: A New Musical*, with a book by Garry Marshall and music and lyrics by Paul Williams, based on the hit Paramount Pictures' television series, will make its first stop on its North American Tour, in a totally revised version never seen before in Southern California! So grab your poodle skirt, saddle shoes and the kids, and come on down to the La Mirada Theatre! It's May, 1959 in Milwaukee, Wisconsin, and Fonzie is still the king of cool at his favorite malt shop, "Arnold's." The school year is coming to an end and Richie, Lori Beth, Potsie and Ralph Malph are getting ready to graduate from Jefferson High School. The gang's all here, from sexy Pinky Tuscadero to the bumbling "not nice" Malachi Brothers, singing and dancing in a musical celebration of nostalgia at its best, brightest and funniest!

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Pulitzer Prize & Tony Award-Winner!

LOST IN YONKERS

Written by Neil Simon

February 6 – 22, 2009 (Press Opening February 7)

***"...it just may be his most honest work."* - Frank Rich, New York Times**

Like many of Simon's plays, *Lost In Yonkers* is drawn from his experiences growing up in New York City. Many critics consider this play to be Simon's best work and the pinnacle of his career. Set During World War II, Arty and Jay are sent to live with their frightfully intimidating Grandma and sweet but mentally slow Aunt Bella. This masterwork is an unsentimental examination of lives in an oppressive household, climaxing with a dramatic confrontation between the bitter mother and lonely daughter. This is Neil Simon at his very best!

(more)

Their first new show in over ten years!!!

TUNA DOES VEGAS

Written by Joe Sears and Jaston Williams

April 17 - May 3, 2009 (Press Opening April 18)

Joe Sears and Jaston Williams return to La Mirada in their first new show in a decade! Polyester-clad Bertha Bumiller and gun-crazy Arles Struvie decide to head to Las Vegas to renew their wedding vows. But Arles announces the trip on his conservative radio talk show, and so nearly everyone in Tuna decides to head to Sin City as well. Petey Fisk from the Greater Tuna Humane Society goes on a mission to find out if the white jungle cats in Vegas are really albinos or just the victims of bad dye jobs, Inita and Helen from the Tastee Kreme take a spin as showgirls, Joe Bob goes on the Rush Limbaugh diet and Vera and Pearl battle over the slot machines. Find out what happens when an Elvis impersonator from the sequined white stretch-pants era gets double-booked with another Elvis impersonator from the "Blue Hawaii" period. Don't miss the fun of Tuna Does Vegas!

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"Ring of Fire is hot!" - Variety

RING OF FIRE

Created by Richard Maltby, Jr. Conceived by William Meade

June 5 - 21, 2009 (Press Opening June 6)

From the heart of the songs of Johnny Cash comes a unique musical show about love and faith, struggle and success, rowdiness and redemption, home and family. A cast of multi-talented performers takes you on a journey into the world Johnny Cash created in his songs. *Ring of Fire* features 38 of the music legend's songs such as "Country Boy," "A Thing Called Love," "Five Feet High and Rising," "Daddy Sang Bass," "Ring of Fire," "I Walk the Line," "I've Been Everywhere," "The Man in Black," and his final hit, "Hurt." *Ring of Fire* was created by Tony Award® winner Richard Maltby, Jr. and conceived by William Meade.

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Subscriptions are now available! Single tickets go on sale beginning June 1st! Subscription Season tickets range from \$85 - \$155 and are available by calling the box office at 562-944-9801 or 714-994-6310 or online at www.lamiradatheatre.com.

(more)

LA MIRADA THEATRE FOR THE PERFORMING ARTS is located at 14900 La Mirada Boulevard in La Mirada, near the intersection of Rosecrans Avenue where the 91 and 5 freeways meet. Parking is free.

To schedule press interviews, photos, press comps or for additional information, please contact David Elzer/DEMAND PR at 818/508-1754 or by e-mail at ELZERD@aol.com or visit www.demandpr.com. Photos and press information also available at lamiradatheatre.com.

LA MIRADA THEATRE FOR THE PERFORMING ARTS, now in its 31st year, has been hailed by the Los Angeles Times as "one of the best Broadway-style houses in Southern California." This beautiful state-of-the-art theatre has been producing quality productions for its Southern California audiences since 1977. The theatre has produced several National Tours and is the recipient of many accolades including Ovation and Emmy Awards and Tony Award nominations. The theatre is located at 14900 La Mirada Boulevard in La Mirada, near the intersection of Rosecrans Avenue where the 91 and 5 freeways meet. Parking is theatre-adjacent and free. For further information 562-944-9801 or visit www.lamiradatheatre.com

McCOY RIGBY ENTERTAINMENT combines the talents of musical theatre star [Cathy Rigby](#) with Tom McCoy's extensive production and theatrical experience and has become one of the nation's premier theatrical production companies. Credits include Tony-nominated Broadway shows, long-running national tours, multiple-award-winning Los Angeles stage productions, and hit TV specials.

The number of major theatrical awards garnered by McCoy Rigby Entertainment includes 3 Ovation Awards, 25 Drama-Logue Awards, 3 Backstage Garland Awards and 3 Tony Award nominations, 20 Ovation nominations and 8 NAACP award nominations for the touring production of "Jesus Christ Superstar." In addition, the Academy of Television Arts & Sciences awarded McCoy Rigby Entertainment an Emmy for Best Scene Design as part of four nominations for the A&E network production of "Peter Pan." www.mccoyrigby.com

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