

# SHAKESPEARE SANTA CRUZ

**Media Contact:** Kyle Clausen  
(831) 459-3160  
[kclausen@ucsc.edu](mailto:kclausen@ucsc.edu)

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## **Shakespeare Santa Cruz Ends Successful 2010 Festival *Increases in attendance mark Festival's 29<sup>th</sup> Season***

**SANTA CRUZ, CA** – On August 29, Shakespeare Santa Cruz closed its 29<sup>th</sup> Festival Season on the UCSC campus. “This was a tremendously successful season for us, both artistically and financially,” said SSC artistic director Marco Barricelli. “We not only increased our attendance, but raised the caliber of artist and artistry that we are able to bring to Santa Cruz.”

Attendance for the 6-week Festival increased 4.6% over 2009 to a total of 24,886 admissions. Ticket revenue increased 4% to \$643,266. SSC saw subscription package sales increase by 47% over 2009 and group sales increase by 31% over 2009. SSC managing director Marcus Cato said “Theatre companies across America are seeing significant declines in subscription sales, as people have less discretionary income and time; for SSC to see such a dramatic increase in subscription sales, as well as a very healthy increase in overall attendance is really a testament to the support of the local community, as well as the quality of Marco’s artistic leadership.” Since the well-publicized fundraising drive in 2008 that allowed SSC to continue operations, expenses have been cut dramatically and more effort and resources have been put into marketing and publicity. “These results allow us to continue growing and improving Shakespeare Santa Cruz, after two seasons of very conservative budgeting and planning,” said Barricelli. Cato added, “This puts us in a very good position as we work on our 30<sup>th</sup> Anniversary season in 2011, and as we look two to three years down the road at where we’d like SSC to be.”

The 2010 Festival season consisted of 68 performances of four productions: *The Lion In Winter* by James Goldman (27 performances), Shakespeare’s *Love’s Labor’s Lost* (22 performances) and *Othello* (17 performances), and the Fringe Show, *La Ronde*, by Arthur Schnitzler (2 performances). Overall capacity increased from 63% in 2009 to 65% in 2010, and capacity for the indoor, Mainstage Theatre increased from 50% for 2009’s *Shipwrecked! An Entertainment* to 59% for 2010’s *The Lion In Winter*. “People identify Shakespeare Santa Cruz with our Festival Glen, but we’ve put considerable effort into letting people know that the indoor theatre is also a great place to come and see a play,” said Cato, “and the results of those efforts are starting to show.”

Shakespeare Santa Cruz will announce its 30<sup>th</sup> Anniversary Season on February 1, 2011. The 2011 Festival is scheduled for July 19 – August 28, 2011.

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Founded in 1981, Shakespeare Santa Cruz is a professional repertory company in residence at the University of California, Santa Cruz. Plays are held indoors on the UCSC Theatre Arts Mainstage and outdoors among the redwoods in the Sinsheimer-Stanley Festival Glen. Bringing in professional actors, directors and designers from throughout the country, the Company's season runs from mid-July through August and features three to four plays presented in repertory. The company is led by artistic director Marco Barricelli and managing director Marcus Cato.

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