



Jewel Theatre Company
P.O. Box 1080 • Santa Cruz CA • 95061
831/454-1143 box office
408/482-1057 administration
www.jeweltheatre.net

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Julie James, (408) 482-1057, juliejames7@earthlink.net

NEW YEAR USHERS IN A NEW HOME FOR JEWEL THEATRE COMPANY

SANTA CRUZ (January 3, 2011) – the critically acclaimed **Jewel Theatre Company** (**JTC**) whose compelling productions of both rarely-seen and iconic material has brought it to the forefront of theatre in the Santa Cruz region, is proud to announce it will be moving into the theatre at 1001 Center Street in Santa Cruz, effective February 1, 2011. The theater is one of several businesses located in the downtown Santa Cruz Art Center and was previously known as the Actors' Theatre. **JTC** will rename the space **Center Stage** while maintaining **Jewel Theatre** as the name of its acting company.

In keeping with its reputation for vibrant, interesting works, **JTC** will present *Of Mice and Men* by John Steinbeck to kick off its residency at the new home. Opening in March 2011 as the third show in **JTC**'s current season, this poignant classic is directed by **Bill Peters** and features local professional actors **Mike Ryan** and **Erik Gandolfi**. **JTC** is planning its most dynamic line-up of plays yet for its first complete season (2011/2012) at **Center Stage** and will announce its selected shows at the end of January. Visit the **JTC** website at www.jeweltheatre.net for more information.

JTC has been playing to standing-room-only crowds most recently at a smaller 62-seat theater space in town; *Sylvia*, *Doubt*, *Clouds* and *Company* all enjoyed critical praise and sold-out performances, making a move to the larger 88-seat **Center Stage** extremely timely and essential. For an established, professional company with growing ticket sales and a subscriber base that has increased five-fold in only its second subscription year, the move will provide

much more than just additional seats according to JTC founder and artistic director Julie James, “Having our own space gives us the freedom to bring our patrons an expanded season in a constant location with great audience amenities, and we’ll be able to offer additional services to the community, including theatre workshops and classes.” James adds that the location has a significant connection to JTC: “our very first production, *Love Match*, was performed here and the enthusiastic reception by critics and audiences alike inspired me to go full steam ahead as a professional company. We’re delighted that the theater where we broke ground as a company will be our new home.” As done in the past, JTC will make Center Stage available to other performing groups as well as local businesses and organization for seminars and special events when its not being used for JTC productions.

MORE INFORMATION:

Founded in 2005, JTC is dedicated to creating extraordinary productions that explore the art of theatre by entertaining, enlightening and engaging the community. JTC productions run the gamut from premieres to rarely-seen plays to more well-known, popular fare, highlighting artistic excellence in all aspects of production – writing, acting, directing and design. JTC’s inaugural production, *Love Match*, was a funny, sometimes touching examination of life, love and the human condition, combining several one-acts by accomplished playwrights with songs a la Americana, and was dubbed by critic Ann Bennett of the Santa Cruz Sentinel as “Best Surprise” of 2005. JTC’s next production was Nicky Silver’s *Raised in Captivity*. The Sentinel critic described this dark comedy as “vivacious” and “captivating” and said “It’s a tricky kind of theater that requires a delicate balance to pull off, and JTC has brought just the right touch,” further validating the company’s burgeoning reputation for presenting unique, quality theatre that is moving, funny, and philosophical, a reputation that continues to this day.

JTC also presents fresh interpretations of more popular material such as *You’re A Good Man, Charlie Brown* and *Sylvia* (dubbed “adorable” by the Sentinel critic), both of which played to several standing room only houses in JTC’s 2006/2007 and 2009/2010 seasons, respectively.

Additionally, JTC is active on the new works front, having presented an original one-act play, a west coast premiere of two Lanford Wilson one-act chamber musicals, and an elaborate staged reading of a new musical about Peggy Guggenheim which packed three performances and after which audiences were invited to give their feedback directly to the playwright.

In 2010, JTC has continued its momentum with accolades and sold-out performances again highlighting the runs of *Doubt*, starring local favorite Mike Ryan, the “lively and inventive” (Good Times) *Clouds*, and the “brilliantly staged” (Santa Cruz Sentinel) *Company*.”

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