



**Woolly Mammoth Theatre Company**  
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**ELECTRONIC PRESS KIT FOR**

**The Second City: *America All Better!!***

To Members of the Media:

As part of Woolly's ongoing green initiatives, moving forward every one of our performances will have an electronic press kit available on our website. Here you can view all the contents of the show's press kit, including press releases, links to feature articles and/or past reviews, as well as password protected press photos.

Please do not hesitate to contact me with any questions, look forward to seeing you at the theatre!

Sincerely,

Anneliese DeDiemar  
Marketing and Communications Manager



**For Immediate Release**

January 23, 2013

Contact: Anneliese DeDiemar

Marketing and Communications Manager

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## **WOOLLY MAMMOTH ANNOUNCES RETURN OF THE SECOND CITY WITH *AMERICA ALL BETTER!!***

### **CHICAGO AND WASHINGTON, DC ACTORS JOIN FORCES THIS SUMMER**

(Washington, DC) **Woolly Mammoth Theatre Company** is thrilled to welcome back Chicago's acclaimed **The Second City** with its fifth collaboration, ***America All Better!!***, July 9 – August 4, 2013.

Following sell-out runs of *Barack Stars*, *Barack Stars: The Wrath of Rahm*, *A Girl's Guide to Washington Politics*, and *Spoiler Alert: Everybody Dies*, Chicago's **The Second City** returns to Woolly this summer with their newest show about politics, high school, the economy, time-travel, race, online dating, and everything else: ***America All Better!!***

2012: The economy's in the dumps. Unemployment is sky high. The middle class is disappearing. A national poll reveals that Americans prefer cockroaches to Congress.

2013: Haven't you heard? Obama's been re-elected. The economy is on the rebound (sort of). Marijuana and gay marriage are legal (kind of). ***America***, now you're **All Better!!**

"Woolly Mammoth is proud to welcome Chicago's legendary **The Second City** back to our theatre for the fifth time," says Artistic Director Howard Shalwitz. "The material in their new show will represent the best of **The Second City's** comedy from the past year, plus brand new sketches reflecting the zaniness of American politics and social relations at the dawning of Obama's historic second term. The voters have spoken—so, why doesn't it seem to make any difference??? The stock market is zooming—so, why does everyone feel so poor??? These and other vexing ironies will be hilariously dissected by a high-energy cast from the nation's capital and the Windy City."

Building upon a deep artistic collaboration modeled by last season's holiday hit, *Spoiler Alert: Everybody Dies*, ***America All Better!!*** will unite Woolly Company Members, Washington, DC performers, and actors from Chicago's famed **The Second City**. Woolly Company Member Colin K. Bills (*The Convert*, *Mr. Burns*, a post-electric play, *A Bright New Boise*) will design the scenic and lighting elements of the production.

**Tickets are now available for pre-sale to Woolly subscribers and flex pass buyers. Tickets will go on sale to the general public on April 22, 2013.**

To learn more about The Second City, please visit [www.secondcity.com](http://www.secondcity.com).

### ABOUT THE SECOND CITY

Beginning as a small cabaret theatre on Chicago's north side in 1959, **The Second City** has grown to become a comedy empire—building a robust business based on its core improvisational methodologies. Resident theatres in Chicago and Toronto create topical sketch comedy revues that satirize politics, culture, and news of the day. Beyond its stages, **The Second City** created the foremost school of improvisation-based arts in the world—with training facilities in Chicago, Toronto, and Los Angeles that enroll over 3,000 students; a corporate division works with hundreds of Fortune 500 companies in areas of training, marketing, entertainment, and brand services. **The Second City's** television and new media credits include the classic, Emmy-award winning comedy series *SCTV*, as well as a number of new productions originating from **The Second City** Entertainment's offices in Los Angeles.

### JOIN THE CONVERSATION

Facebook.com/woollymammothtc

Twitter.com/woollymammothtc #WoollyAllBetter

Blog: woollymammothblog.com

### ABOUT WOOLLY

Now in its 33<sup>rd</sup> Season, Woolly Mammoth Theatre Company continues to hold its place at the leading edge of American theatre. Acknowledged as “one of the most influential outposts for the best new American plays” (*The Washington Post*), and “known for its productions of innovative new plays” (*The New York Times*), Woolly Mammoth is a national leader in the development of new works and one of the best known and most influential mid-sized theatres in America.

Woolly Mammoth's Season 33, themed ***My Roots, My Revolution***, includes a group of unforgettable characters who choose whether to embrace their legacies, run from them, or invent a whole new future. Works include Kristoffer Diaz's *The Elaborate Entrance of Chad Deity* (Sept 3 – Oct 7), Mia Chung's *You for Me for You* (Nov 5 – Dec 2), Danai Gurira's *The Convert* (Feb 13 – Mar 10), Mike Daisey's *American Utopias* (Mar 25 – Apr 21), and Aaron Posner's *Stupid Fucking Bird* (May 27 – June 23). This holiday season featured Shenoah Allen and Mark Chavez's *The Pajama Men: In The Middle of No One* (Dec 11 – Jan 6). Coming up this summer is **The Second City's *America All Better!!*** (July 9 – Aug 4).

[www.woollymammoth.net](http://www.woollymammoth.net)

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**For Immediate Release**

June 26, 2013

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## **WOOLLY MAMMOTH THEATRE COMPANY ANNOUNCES HOUSE LIGHTS UP EVENTS AROUND THE SECOND CITY'S *AMERICA ALL BETTER!!***

**THE SECOND CITY'S NEWEST REVUE ABOUT POLITICS, HIGH SCHOOL, THE  
ECONOMY, TIMETRAVEL, RACE, ONLINE DATING, AND EVERYTHING ELSE  
RUNS JULY 9 – AUG 4**

(Washington, DC) As part of **Woolly Mammoth Theatre Company's** ongoing initiative to "ignite an explosive engagement between theatre artists and the community," Woolly is pleased to announce the House Lights Up events for its upcoming production of **The Second City's *America All Better!!*** Following sell-out runs of *Barack Stars*, *Barack Stars: The Wrath of Rahm*, *A Girl's Guide to Washington Politics*, and *Spoiler Alert: Everybody Dies*, Chicago's **The Second City** returns to Woolly July 9 through August 4, 2013.

House Lights Up events and experiences are curated by Woolly's Connectivity Department to engage more deeply with the theatre's patrons. By providing fun, interactive experiences, Woolly hopes to create stronger connections between the art and the theatre's audiences. Through the run of ***America All Better!!***—the second of a three-play long collaboration in partnership with Method 121—audiences will interface with installations in the lobby including photo booths, touch screen Pinspiration boards, and tweet/text polls, and interact with a team of Creatives who will guide patrons through their experience. House Lights Up programming is made possible through generous grants from the Doris Duke Charitable Foundation, The Andrew Mellon Foundation, and the Theatre Communications Group.

"We are so thrilled by the support of the Doris Duke Charitable Foundation, the Andrew Mellon Foundation, and Theatre Communications Group (TCG), as we work to cultivate the next generation of theatre audiences," says Woolly Connectivity Director Jocelyn Prince. "This new funding has allowed us to engage Method 121 to digitally enhance our lobby, which in turn will enable us to promote and facilitate dialogue with younger patrons using new media, and encourage them to engage their personal networks with the shows on our stage."

### **HOUSE LIGHTS UP LOBBY EXPERIENCE**

#### **Is America *really* All Better?**

In this interactive lobby experience, audiences will be invited to vote on the state of American society via texts and tweets. Their polling results will be displayed in real-time to view while exiting the theater after the show, creating a shocking peek into one tiny subsection of America: the Woolly Mammoth audience. They will also receive tailor-made infographics in their post-

show emails, based on responses from their fellow audience members. All commentators and spin-masters welcome!

### **All Better!! Photo Booth**

After they have done their civic duty by voting in our lobby, patrons are invited to mosey on over to the All Better!! photo booth and capture the moment with a snazzy photograph reflecting just how “All Better” America truly is. Maybe. Audiences can also make their photos “All Better” by slapping a filter over the image and Instagraming it with the tag #WeAreBetter.

### **Pinspiration Station:**

Colorful infographics depicting the current state of America will be pinned to the Woolly Mammoth Pinterest Page, allowing audiences to compare what they believe is true with what is actually “true” either online or in the lobby with Woolly’s touchscreen display. A very special selection of these infographics will be displayed in the upper lobby along with QR codes so that audiences can immediately share the shocking truth—that may or may not align with their polling results—on any platform they choose!

### **WOOLLY’S BIRTHDAY BASH**

To celebrate Woolly’s 34<sup>th</sup> birthday, the performance on Saturday July 13 will be a birthday party benefit for the theatre. Audience members will enjoy the 8pm showing of ***America All Better!!*** and party the night away with the cast of ***The Second City***, with an open bar, dessert, and the chance to win an all-expenses paid trip to San Francisco. Tickets start at \$100 and can be purchased through the Woolly Mammoth Box office at **202-393-3939** or online at **[www.woollymammoth.net/events](http://www.woollymammoth.net/events)**.

### **TICKETS**

Tickets for ***Second City’s America All Better!!*** start at \$35, and can be purchased through the Woolly Mammoth Box Office at **202-393-3939**, online at **[www.woollymammoth.net](http://www.woollymammoth.net)**, or in person at 641 D Street, NW (7<sup>th</sup> & D). For directions and parking information, please visit **[www.woollymammoth.net](http://www.woollymammoth.net)**.

***America All Better!!*** runs Tuesdays–Saturdays at 8pm, Saturdays at 3pm, and Sundays at 2pm and 7pm. July 9 at 8pm will be a Pay-What-You-Can performance and July 13 will be Woolly’s Birthday Benefit performance beginning at 8pm.

### **JOIN THE CONVERSATION**

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Twitter.com/woollymammothtc #WoollyAllBetter #WeAreBetter

### **ABOUT WOOLLY**

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Woolly Mammoth’s upcoming Season 34, themed “**America’s Tell-Tale Heart**”, includes Lisa D’Amour’s *Detroit* (September 9–October 6, 2013), Branden Jacobs-Jenkins’ *Appropriate* (November 4–December 1, 2013), Jackie Sibbles Drury’s *We Are Proud To Present...*

(February 10–March 9, 2014), Elevator Repair Service’s *Arguendo* (March 31–April 20, 2014), and Peter Sinn Nachtrieb’s *The Totalitarians* (June 2–29, 2014). Returning this holiday season are The Pajama Men, Shenoah Allen and Mark Chavez, with their newest show, *Just the Two of Each of Us* (Dec 10, 2013–Jan 5, 2014).

[www.woollymammoth.net](http://www.woollymammoth.net)

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