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## **CLYBOURNE PARK CLOSES AS WOOLLY MAMMOTH THEATRE COMPANY'S HIGHEST GROSSING PRODUCTION IN ITS 32 YEAR HISTORY**

**SUCCESSSES FOR THE PRODUCTION INCLUDE RECORD-BREAKING BOX  
OFFICE NUMBERS, POST-SHOW SPEAKERS, AND RECORD ATTENDANCE  
FROM PATRONS FROM MULTIPLE STATES AND COUNTRIES**

(Washington, DC) – Woolly Mammoth Theatre Company is thrilled to announce that its summer remount of the 2010 smash-hit *Clybourne Park* is officially the highest grossing production in Woolly's 32 year history, playing to 105% audience capacity. Due to incredible audience demand, three additional performances were added, and the run sold out over a week before the closing date, playing to standing room-only audiences. The production has officially broken three Woolly sales records, including highest daily sales, number of tickets sold in one day (on Thursday, July 28, 2011), and highest grossing production. In addition, *Clybourne Park* broke its previous daily sales record four times over the course of the run.

On top of its box office records, *Clybourne Park* hosted 26 live discussions: six forums and 20 audience exchanges featuring 44 different speakers, including notable guests such as US Department of Housing and Urban Development Secretary Shaun Donovan, Andy Shallal of Busboys and Poets, and Danny Harris of People's District to name a few. Audience members for *Clybourne Park* came from a total of 32 different states, as well as Canada, Puerto Rico, Tokyo, London, and South Africa.

"Woolly is extremely proud of *Clybourne Park*'s many successes," says Managing Director Jeffrey Herrmann. "This show provided a big financial boost which has been key to our ability to finish Fiscal Year '11 in a strong place after taking such an enormous hit to our federal funding. *Clybourne Park* also served to raise Woolly's profile in both DC and the national theatre scene, but most importantly, it is a play that aligns so perfectly with Woolly's aesthetic and political values. It speaks provocatively to the issues of race and gentrification—issues that continued to resonate with audience members in post-show discussions, forums, and through widespread online conversation via social media, blogs, and podcasts."

"The remount of *Clybourne Park* was satisfying on so many levels," adds Artistic Director Howard Shalwitz. "The actors' performances grew by leaps and bounds, bringing new emotional resonance to the play. The shifting political climate provided a sharp new lens through which to view the play, and even more than the first production, the remount of *Clybourne Park* was not just entertainment, but a platform for civic discourse."

cont.

## **Box Office Records:**

### **Highest Grossing Production in 32 year history**

#### **Highest Daily Sales:**

***Clybourne Park*** nearly tripled Woolly's daily sales record with a 170% increase in revenue over the previous record-holder, which was set by *Barack Stars: The Wrath of Rahm* on July 17, 2009.

**Woolly Mammoth Theatre Company beat its previous daily sales record four times over the course of the run of *Clybourne Park*.**

#### **Number of tickets sold in one day:**

***Clybourne Park*** had a 37% increase over the previous record-holder for highest number of tickets sold in one day, which was set by *A Girl's Guide to Washington Politics* on December 8, 2010.

## **ABOUT WOOLLY**

Now in its 32<sup>nd</sup> Season, Woolly Mammoth Theatre Company continues to hold its place at the leading edge of American theatre. Acknowledged as "the hottest theatre company in town" (*The Washington Post*), "known for its productions of innovative new plays" (*The New York Times*), Woolly Mammoth is a national leader in the development of new plays, and one of the best known and most influential mid-sized theatres in America.

Woolly Mammoth is a selected participant in EmcArts' Innovation Lab for the Performing Arts, a program generously funded by the Doris Duke Charitable Foundation.

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