



**Media Advisory**  
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## **WOOLLY MAMMOTH THEATRE COMPANY ANNOUNCES INAUGURAL “TWEET UP”**

### **EXPERIMENTAL STRATEGY DESIGNED TO ENGAGE AUDIENCES INTERESTED IN THEATRE AND SOCIAL MEDIA**

(Washington, DC) – Woolly Mammoth Theatre Company announces its inaugural “Tweet Up” in conjunction with the World Premiere of ***Civilization (all you can eat)*** written by Jason Grote and directed by Howard Shalwitz. The goal of these efforts is to open up the rehearsal process of a new play for select audience members interested in strengthening their engagement with Woolly Mammoth.

Selected participants of the Tweet Up will be invited to attend the first rehearsal of ***Civilization (all you can eat)***, a technical rehearsal, and the final dress rehearsal. Tweet Up participants are invited to tweet their thoughts and reactions to these events using the show’s hashtag **#WoollyCIV**.

The Tweet Up will culminate at the final dress rehearsal, where Tweet Up participants, along with Woolly staff, claque, and working group members are invited to live-tweet the performance.

In addition, Tweet Up participants will be invited to attend the press night of ***Civilization (all you can eat)*** on Sunday, February 19<sup>th</sup> at 7:00 pm.

#### **DETAILS:**

- Individuals interested in participating in the Tweet Up should tweet at us ([Twitter.com/woollymammothtc](https://twitter.com/woollymammothtc)) as to why they are interested in participating. Answers should be submitted to us with the hashtag **#WoollyTweetUp**.
- Three winners will be chosen from the responses. Winners of the Tweet Up will be announced via Twitter on Friday, January 13, 2012.
- Tweet Up Participants must be available on the following dates:
  - 1) **Tuesday, January 17<sup>th</sup> at 2:00 pm**: First rehearsal of ***Civilization (all you can eat)***
  - 2) **Thursday, February 9<sup>th</sup> at 6:30 pm**: Technical rehearsal of ***Civilization (all you can eat)***
  - 3) **Saturday, February 11<sup>th</sup> at 7:00 pm**: Final dress rehearsal of ***Civilization (all you can eat)***

#### **ABOUT *Civilization (all you can eat)*:**

What do a corporate lecturer, a career waitress, and an anthropomorphic pig all have in common?

They are all characters in the World Premiere of ***Civilization (all you can eat)***, a vaudevillian romp of **corruption, consumption, and enterprise at the dawn of the Obama age**. Unlike anything you’ve ever seen before, this absurdist satire takes you through the world of six hungry city-dwellers, burning with ambition and a desire to “make it.” But at what cost? Sarah Marshall stars as Big Hog, the ultimate capitalist underdog, along with Danny Escobar, Naomi Jacobson, and an award-winning Washington cast.

"Grote has made a name for himself in recent years with scripts that explode the boundaries between the ordinary and the chimerical, the political and the aesthetic, the intimate and the dizzyingly cosmic."  
—*The Washington Post*

### **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's 32<sup>nd</sup> Season features five works that relate to the question, "Does our civilization have an expiration date?" They include Samuel D. Hunter's *A Bright New Boise* (Oct 10-Nov 13), The Second City's *Spoiler Alert: Everybody Dies* (Dec 6-Jan 8), Jason Grote's ***Civilization (all you can eat)*** (Feb 13-Mar 11), Joey Arias and Basil Twist's *Arias with a Twist\** (Apr 4-May 6), and Anne Washburn's *Mr. Burns, a post-electric play* (May 28-July 1).

\*This tour of Basil Twist is made possible by a grant from Mid Atlantic Arts Foundation with support from the National Endowment for the Arts.

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

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