

News Release
Rough Magic Productions

FOR IMMEDIATE RELEASE
TO: ARTS AND ENTERTAINMENT WRITERS

December 14, 2006

Rough Magic Productions vanquishes writer's block with 'Just Add Water'

24 hour play project (*noun*) 1. the dissolving of one's reputation and the chance of making it with the hot girl on karaoke night 2. over-caffeination 3. **the process by which five new plays are created from scratch in the span of only twenty- four hours** 4. death by impalement upon sharp rocks. 5. (*slang*) flight; a filling of the creative channels of the soul 6. immortality, in ten minute increments 7. theatre without training wheels 8. (*old english*) a hell of a lot of fun

(*Lincoln*) Join **Rough Magic Productions** on the evening of **Thursday, January 18, at 7:00 PM** for a reception held at the **Loft at the Mill, 801 P Street**. At the reception, we will look for you to add your ideas for a single theme to be the *Just Add Water* spark. **At 8:00 PM** - The clock begins ticking for five teams comprised of a writer and director to each write a play inspired by the theme. Later that evening, actors will audition for a spot in the *Just Add Water* company. Then the teams, joined by a technical crew and the actors will rehearse, design and build the set, focus the lights, find the props, make the costumes and be ready to perform by the time it takes the earth to make one rotation. While Lincoln sleeps, new worlds will be created.

A *Just Add Water* **ALL ACCESS PASS** gains theatre-lovers entrance to every aspect of the process, beginning with the reception, theme selection and company audition, the various rehearsals held in spaces around downtown Lincoln, and one of the performances Friday, January 19. The specific times and locations will be available at the website and at the reception.

The **Just Add Water** experience begins Thursday, January 18, at 7:00 pm at the Loft at the Mill, 800 P Street. Performances are 24-hours later, Friday, January 19 at 8:00 pm and 10:30 pm. ALL ACCESS PASSES are \$20 (\$15 students). Tickets for the performances only are \$15 (\$10 students) and can be purchased at the door or reserved in advance by email info@roughmagicproductions.org or calling (402) 617-9814. For additional information please visit www.roughmagicproductions.org.

Here's what people around Lincoln are saying about **Just Add Water**:

"...who cares? I hate plays and... [theatre people]..."

-Scott Zabel, restaurateur

"I can't do this. I won't do it. You can't make me.... okay, sign me up."

-Mary Gaetz, Rough Magic company member

"...you're all crazy..."

-Frank, resides in the Student Union

"Awesome! I love Kiefer Sutherland!"

-Katie Streeter, television fanatic

What can you do in 24 hours? This January, five teams of theatre artists will take the plunge.

For more information contact: Jack Carpenter, Artistic Director
(412) 913-7847 - roughmagicproductions@yahoo.com

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