



FOR IMMEDIATE RELEASE

CONTACT: Vanessa Dinning, Artistic Director (619) 246-8735 plantvan@gmail.com
ORGANIZATION: San Diego Shakespeare Society <http://www.sandiegoshakespearesociety.org/>
EVENT: **Bard@TheMall Premiere**
DATE AND TIME: Friday May 1st - Sunday May 3rd and Friday June 5th - Sunday June 7th
5 PM each date
LOCATION: Torrey Hills Center: 4601 Carmel Mountain Road San Diego CA 92130
ADMISSION: FREE

SAN DIEGO SHAKESPEARE SOCIETY
PREMIERES BARD@THEMALL PROGRAM

The San Diego Shakespeare Society is pleased to announce the latest addition to its growing slate of education and outreach projects: Bard @TheMall.

“This is Shakespeare-In-The-Park for shopping centers,” says Artistic Director Vanessa Dinning. “The first Bard@TheMall will premiere over two weekends, May 1st - May 3rd and June 5th - June 7th at Torrey Hills Center on Carmel Mountain Road. This ‘maiden voyage’ of Bard@TheMall is dedicated to kids, and consists of short scenes from Shakespeare performed by local students.”

Bard@TheMall was created by Dinning and the society’s Writer-in-Residence, David Wiener.

“Last year, Vanessa and I came up with a special program for healthcare facilities, called The Shakespeare Prescription,” Wiener says. “That project premiered at the San Diego Braille Institute and it went over so well, we decided to get busy brainstorming additional education and outreach projects.”

Dinning says, “Once we decide on a new program, Dave writes up the scripts, does the research, writes program notes, and so on. I produce and direct. Both Dave and I were really drawn to the idea of Shakespeare-In-The-Park productions and we wanted to rework that concept, redesign it and make it uniquely suited to our own region and our lifestyle - and what better way to ‘Californianize’ Shakespeare than to take him into our shopping centers?”

“The first one is by and for local students,” Wiener adds, “but future Bard@TheMall performances will branch out into all kinds of programs - we can focus on Shakespeare’s women, we can present best-loved scenes and sonnets, we can do all kinds of things that provide a pleasant excuse to take a break from shopping and running around.”

All of the Shakespeare Society’s education and outreach programs are provided free of charge, as a service to the community.

“We hope to make that a permanent commitment to everyone who lives in or visits San Diego County,” Dinning points out. “Putting on mini-productions in care facilities, rest homes, hospitals, schools, libraries, shopping malls, and doing it as a free service, not even as a pay-what-you-can approach - that’s a big part of our educational program strategy. Not easy to do, not even in the best economic times, but Dave and I are working very hard to realize that goal.”

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