

FOR IMMEDIATE RELEASE
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MEDIA ALERT

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Children's Fairyland to Preview New Children's Community Theater

Funded by Measure DD, Amphitheater will Provide Needed Place for Kids' Performing Arts in Oakland

WHOWHAT: Children's Fairyland previews children's community theater, Aesop's Playhouse, before opening weekend. Guests include Oakland City Councilmember, Pat Kernighan, and special performances by children's performing arts groups.

WHEN: Thursday, June 26, 2008
9:30 a.m.

WHERE: Aesop's Playhouse
Children's Fairyland
699 Bellevue Avenue, Oakland, CA 94610

Aesop's Playhouse will fill a void in children's performing arts in Oakland. The highly-anticipated theater project is funded entirely by Measure DD (a \$198.25 million bond measure to fund restoration of the city's parks, trails, bridges, among other projects).

With seating for nearly 200, the new theater is modeled after a traditional Greek amphitheater and will provide a place for the broadest range of children's performing arts groups throughout Oakland and the Bay Area to perform for audiences year-round. The children's community theater will open to the public June 28-29 with performances by: Cotton Candy Express, Children's Fairyland Theater Program, Dimensions Dance Theater, E. W. Wainwright's African Roots of Jazz Performing Arts Academy and Ronn Guidi Foundation for the Performing Arts. For a complete schedule, visit www.fairyland.org.

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Children's Fairyland Theater Preview

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Oakland-based Ace Architects designed the structure and Scientific Art Studio of Richmond created the theater's unique, whimsical characters.

Media and Photo Opportunities beginning at 9:30a:

- Welcome/Introductions: Matt Webb, President, Children's Fairyland Board of Directors
- History of theater project/Measure DD: Pat Kernighan, Oakland City Councilmember
- Acknowledgements and thanks: C.J. Hirschfield, Executive Director, Children's Fairyland
- About Children's Fairyland Theater Program: Doyle Ott, Theater Director, Children's Fairyland
- Performances by: Children's Fairyland Theater Program performers, Ronn Guidi Performing Arts Foundation and more

Available for interviews:

- Oakland councilmembers and city representatives
- Children's Fairyland Executive Director, CJ Hirschfield
- Children's Fairyland Theater Program Director, Doyle Ott
- Children's Fairyland Board of Directors
- Theater architects and designers
- Children and families

Note: Camera trucks may park at lower theater entrance. Contact: Becca Rosati: 415-515-9156 to arrange.

About Children's Fairyland

A non-profit organization, Children's Fairyland is the oldest storybook theme park in America. Since 1950, Fairyland is renowned for stimulating children's imaginations, creativity and desire to learn through multi-cultural and multi-lingual programs, including fairytales, sets, play-acting, storytelling, reading and animals. Visit www.fairyland.org.

About Ace Architects

For more than ten years, Oakland's Ace Architects has designed whimsical, colorful buildings at Children's Fairyland. Ace Architects' Lucia Howard and David Weingarten have designed projects at Disneyland, Walt Disney World, and Universal CityWalk; and have twice been included in *Architectural Digest's* "AD100 Architects: An Exclusive Guide to the World's Foremost Architects."

About Scientific Art Studio

Scientific Art specializes in creating 3-dimensional environments, including the iconic baseball mitt at the Giants' AT&T Park in San Francisco.

About Measure DD

Measure DD is a \$198.25 million bond measure to fund restoration of the city's parks, trails, bridges, among other projects, in the city of Oakland.

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