



NEWS RELEASE

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FOR IMMEDIATE RELEASE: January 4, 2012

- WHAT:** Broadway's *The Color Purple*
WHEN: Tuesday, January 31st and Wednesday, February 1st at 7:30pm
WHERE: Fine Arts Center Concert Hall
University of Massachusetts Amherst
TICKETS: Call 1-800-999-UMAS or 545-2511 for tickets or go online to <http://www.fineartscenter.com/>
IMAGES: To download images relating to this press release please go online to <http://www.fineartscenter.com/pressphotos>



BROADWAY'S BEST-LOVED MUSICAL *THE COLOR PURPLE* WILL PLAY UMASS FINE ARTS CENTER JANUARY 31 AND FEBRUARY 1

11/22/11 – The UMass Fine Arts Center is proud to announce that ***THE COLOR PURPLE***, will play at the Fine Arts Center Concert Hall, January 31st and February 1st for two performances only. Tickets are on sale now.

This production of *The Color Purple*, produced by Phoenix Entertainment ~ Joyful Noisemakers LLC, helmed by Stephen Kane and Michael McFadden, is the next phase in the life of the ground-breaking Broadway hit musical produced by Scott Sanders. The original Broadway musical was nominated for eleven Tony Awards[®], including Best Musical, and the score was nominated for a GRAMMY[®]. Based on the classic Pulitzer Prize-winning novel by Alice Walker and the moving film by Steven Spielberg, *The Color Purple* is about hope and the healing power of love.

"The Color Purple" hit the Great White Way in 2005. It was a gutsy move to transform Walker's novel into a musical. But Pulitzer Prize-winner Marsha Norman wrote the book for the play, and a trio of Grammy Award[®]-winning pop-music writers, Brenda Russell, Allee Willis and

Stephen Bray, infused the music with blues, jazz, gospel and lots of soul. It played on Broadway for a little more than two years followed by a three year First National Tour. This Amherst appearance is the only one of three in New England, the other two being in New Haven, Ct and Orono, Maine.

The Color Purple tells the story of Celie, who by her early teens has already had two children by the man she knows as her father. He sends them away, inferring they are dead. She is given to a man who marries her, beats her and treats her like scum. He also hides the unread letters sent to Celie from her beloved sister, thus denying her that love and relationship. It paints a bleak picture of Celie's life. But it's also the story of triumph as she gathers the strength to become her own person and leave the men who abuse her.

Michael Kuchwara of the Associated Press described *The Color Purple* as “a Roof-Raising story of triumph.” And Richard Corliss of *TIME* Magazine said, “[it is] a soaring, epic tale. It made a joyful noise in my heart.” Elysa Gardner from USA Today raved, “Pure heart! It celebrates the inspiring relationships of faith and love, A Broadway hit!”

The Color Purple is directed by Gary Griffin with choreography by Donald Byrd. Rounding out the creative team are Tony Award[®]-winner John Lee Beatty (sets), Paul Tazewell (costumes), Tony Award[®]-winner Brian MacDevitt (lighting), Craig Cassidy (sound design), Steven M. Bishop (Orchestrations/Arrangements), and Jasper Grant (Music Director).

Tickets for *The Color Purple* are \$45, \$35, and \$20; Five College, GCC, STCC students and youth 17 and under are \$20. For tickets call the Box Office at 545-2511, toll-free at 800-999-UMAS, or purchase online at fineartscenter.com. This event is not eligible for subscription discounts although group discounts for 20 or more are available. The performance is PeoplesBank, UnityFirst.com and the Republican Newspaper.

If you go:

"The Color Purple"

- By: Book of the play by Marsha Norman; music and lyrics Brenda Russell, Allee Willis and Stephen Bray. Based on the novel by Alice Walker.
- Director: Gary Griffin.
- When: 7:30 Tuesday, January 31 and Wednesday, February 1, 7:30pm.
- Where: UMass Fine Arts Center Concert Hall
- Tickets: \$20 - \$45. Available at 413-545-2511, 1-800-999-UMAS or www.fineartscenter.com
- Cast: Includes Ashley L. Ware, Pam Trotter, Taprena Augustine, Edward C. Smith and Cameron J. Ross.

- Running time: About 2 hours 40 minutes, with one intermission.
- Directions and Visitor info at www.fineartscenter.com

The original cast recording is available on EMI/Angel Records.

For more information about

THE COLOR PURPLE,

please visit www.colorpurple.com

For production photography,

please visit www.cmajormarketing.com

User code: purple

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