

**Silicon Valley Shakespeare
Media Release**

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Shady Shakespeare Theatre Company Becomes Silicon Valley Shakespeare

The name is new, but the commitment to innovate, illuminate, and inspire through vibrant productions of classic plays goes on. After 15 years of delighting South Bay audiences as Shady Shakespeare Theatre Company, this passionate group of artists is pleased to announce its new name: Silicon Valley Shakespeare.

Evolving from a bootstrap startup to an established presence in the South Bay arts scene, the troupe now offers four full-scale productions every year at three different venues, plus a comprehensive education program for children and teens. It brings together amateurs and professionals both on stage and behind the scenes to create vibrant dramas and comedies that can be enjoyed by young and old alike. A passionate and energetic board of directors—drawn from Silicon Valley’s dynamic technology, business, and arts communities—guides the company toward its long-term goals.

Executive Director Dinna Myers says the staff has been re-energized by the rebranding. “We wanted to strengthen our connection with the community in which we live and work: Silicon Valley. With this new name, we renew our commitment to keeping the art of theatre relevant for modern audiences through fresh interpretations of the text and the use of state-of-the-art technology to provide the best in live entertainment.”

Managing Director Ross Harkness agrees. “Our change in name reflects how we’ve become a greater presence throughout the region. But our mission and core values remain the same.” Artistic Director Angie Higgins adds, “We are no longer just the theatre group that’s up the windy road in Saratoga. We are an artistic presence throughout the Silicon Valley, finding new ways to bring the classics to new audiences and provide a wider reach for artists to create in an innovative environment.”

Silicon Valley Shakespeare is exciting local arts supporters, too:

“As it ushers in this new era of growth, Silicon Valley Shakespeare continues to bring high-quality performing arts experiences at affordable prices to families in our community. Their program in Willow Street Park brings *free* Shakespeare to as many as 4,000 people each summer. The company is an invaluable asset to the cultural landscape of our city and the entire Silicon Valley. I am proud to have brought them into San José, and I wish them tremendous success.”

— Pierluigi Oliverio, Member, San José City Council

"Silicon Valley Shakespeare is welcoming, connected, and smart. Ranging from performances under the stars at Sanborn Park and picnics at Willow Street Park to educational programming and engagement with local partners and the community, Silicon Valley Shakespeare demonstrates its successful blend of warmth and leadership."

— Audrey Struve, Program Manager, Silicon Valley Creates

"Silicon Valley Shakespeare is an incredibly important part of our arts and culture ecosystem. I have long believed that audiences want to engage in arts experiences where they feel comfortable. I have not yet encountered a more audience-friendly and comfortable way to see theatre than that presented by this company. Silicon Valley Shakespeare is poised for continued success!"

— Joshua Russell, Executive Vice President, Silicon Valley Creates

Plans are already well underway for Silicon Valley Shakespeare's 2015 season. Coming up from January 23 to February 7 is Shakespeare's *The Tempest* at San José State University. Summer will bring *The Comedy of Errors* at Willow Street Park in San José, along with two offerings at Sanborn Park in Saratoga: *Antony and Cleopatra* and *Shakespeare in Hollywood*. Visit www.svshakespeare.org for details.

About Silicon Valley Shakespeare

Silicon Valley Shakespeare (SVS) has been dedicated to providing public performances of classic works since 1999. SVS's vision is to innovate the classics through unique and relevant theatrical experiences that illuminate and inspire modern audiences. The company performs its winter season at San José State University, and its summer season at Willow Street Frank Bramhall Park in San José and Sanborn-Skyline County Park in Saratoga. Headquartered in Santa Clara, SVS is affiliated with Theatre Bay Area and the San José Chamber of Commerce.

www.svshakespeare.org