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GO “BACK TO SCHOOL AT PIXAR ANIMATION STUDIOS” TO BENEFIT BERKELEY REP
Incredible peek inside Pixar supports Berkeley Rep’s School of Theatre

WHO: Anyone who loves theatre or animation

WHAT: Back to School at Pixar, a benefit for the Berkeley Rep School of Theatre

WHERE: Pixar Animation Studios / 1200 Park Avenue / Emeryville, CA

WHEN: Saturday 9/29, 10:30 AM - 2:30 PM / **Tickets must be purchased by Wednesday 9/12**

HOW MUCH: \$200 per person (\$180 of which is tax-deductible)

INFO & TIX: 510.647.2909, www.berkeleyrep.org/pixar, or mchilless@berkeleyrep.org

JULY 31, 2007 – When the folks at Berkeley Repertory Theatre decided to hold a benefit for their School of Theatre, they consulted a prominent local rodent. That’s right – Remy, the remarkable rat who stars in the film *Ratatouille*, scurried in and made a delicious recommendation. Now Bay Area families, friends of the Theatre, and animation freaks have **a once-in-a-lifetime opportunity to go behind the scenes at Pixar Animations Studios!** Back to School at Pixar is a unique fundraiser that supports the outreach programs and scholarship fund at the Berkeley Rep School of Theatre.

This exciting event unites two dream factories located only three miles apart in the East Bay. Pixar is the Academy Award-winning animation studio known worldwide for blockbusters such as *Cars*, *Finding Nemo*, *The Incredibles*, *Ratatouille*, and *Toy Story*. Berkeley Rep is the Tony Award-winning theatre whose artists have sent four hit shows to New York City in the last two years, and two this summer to L.A.

“We are grateful for Pixar’s longtime support of Berkeley Rep,” remarks **Susan Medak**, the managing director of Berkeley Rep. “As storytellers, they understand that we share the same values and employ the same creative process. Our teachers have trained artisans from Pixar, and our students have learned from instructors who also work there. So when it came time to hold a benefit for our School of Theatre, we all knew this was a perfect fit.”

“At Pixar, we’ve discovered something special about the nature of innovative organizations,” adds **Randy Nelson**, the dean of Pixar University. “Innovation organizations are learning organizations. The basics of innovation – things like discovery, experiment, risk taking, collaborative creativity, critique, failure, and error recovery – are also the basics of education. No surprise both Pixar and Berkeley Rep have strong, well-integrated educational programs. We’re delighted to continue the long-standing relationship between Pixar and Berkeley Rep with this event that celebrates and shares our love for education.”

Go **Back to School at Pixar** from 10:30 AM to 2:30 PM on Saturday, September 29. Instructors from the Berkeley Rep School of Theatre and from Pixar University present fun, hands-on classes in animation, improvisation, playwriting, story development, and more. Discover the creative secrets that drive these two dynamic institutions, and get a rare glimpse of Pixar’s closed campus in Emeryville. Lunch is included – and, to it top off, participants will enjoy a private screening of Pixar shorts in one of the company’s state-of-the-art theatres.

(MORE)

Kids, teens, and adults are all welcome. Unaccompanied minors must be at least 14 years old; accompanied minors must be at least six years old.

Tickets – which must be purchased by Wednesday, September 12 – are \$200 per person, of which \$180 is tax-deductible. All proceeds from the event benefit the outreach programs and scholarship fund at the Berkeley Rep School of Theatre. Berkeley Rep strives to create an environment where students from diverse backgrounds can exchange ideas while experiencing the power of theatre – and therefore it seeks to double the number of scholarships it offers and remove economic barriers to participation in its classes. In recent years, the Theatre has also doubled the number of schools it serves with its outreach programs and wishes to continue this growth to enrich the lives of children throughout the Bay Area.

For more information on this event, or to purchase tickets, contact Margo Chillless at 510.647.2909 or mchillless@berkeleyrep.org – or just click www.berkeleyrep.org/pixar.

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Pixar Animation Studios is an Academy Award-winning computer animation studio with the technical, creative, and production capabilities to create a new generation of animated feature films, merchandise, and other related products. Pixar's objective is to combine proprietary technology and world-class creative talent to develop computer-animated feature films with memorable characters and heartwarming stories that appeal to audiences of all ages. In partnership with Walt Disney Pictures, Pixar created and produced *Toy Story* (1995); *A Bug's Life* (1998); *Toy Story 2* (1999); *Monsters, Inc.* (2001); *Finding Nemo* (2003); *The Incredibles* (2004); *Cars* (2005); and *Ratatouille* (2007). Over the years, Pixar has been responsible for many important breakthroughs in the application of computer graphics (CG) for filmmaking, and consequently the company has attracted some of the world's finest talent in this area. Pixar's creative department is led by John Lasseter, an Oscar-winning director and animator.

The **Berkeley Rep School of Theatre** provides a wide array of programming for individuals of all ages. In addition to classes for youth and adults, the School offers Target © Story Builders, a drama workshop for elementary-school classrooms; the Student Matinee Series for middle- and high-school students; the Playmaking Project for high-school students and incarcerated youth; in-school residencies; teacher training; and a variety of outreach activities that encourage lifelong learning. The School also hosts the Teen Council, which allows youth to participate in all aspects of the dramatic process: on stage, backstage, and in front of the stage. Housed in the Nevo Education Center, the Berkeley Rep School of Theatre is supported by the Mosse Foundation for Arts and Education.

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