NEARLY 1,700 PEOPLE WATCH FINAL PERFORMANCE AND LIVE SIMULCAST OF THE HIT SHOW AIN'T TOO PROUD — THE LIFE AND TIMES OF THE TEMPTATIONS AT BERKELEY REPERTORY THEATRE AND BAMPFA'S OUTDOOR SCREEN
Highest number of attendees to see a Berkeley Rep show at one time

November 7, 2017—Berkeley Repertory Theatre and the UC Berkeley Art Museum and Pacific Film Archive (BAMPFA) today announced that nearly 1,700 people watched the final performance and the first-ever live simulcast on BAMPFA’s outdoor screen of Berkeley Rep’s hit musical Ain’t Too Proud — The Life and Times of The Temptations. With 600 patrons attending the sold-out final performance at Berkeley Rep’s Roda Theatre and an additional 1,100 patrons at the free outdoor simulcast, the 7pm Sunday, November 5 performance set the mark for the most patrons to watch a Berkeley Rep show at the same time. Also, Berkeley Rep is the first regional theatre in the country to have done a live simulcast.

“We were able to pull this together very quickly because of so many great partners,” says Berkeley Rep’s Managing Director Susan Medak. “I really have to thank the city of Berkeley for fast-tracking the permits, BAMPFA for being a great partner and allowing us to use their terrific outdoor screen and space, and for people in this community. Had it not been for their unbridled enthusiasm for “Ain’t Too Proud” this would not have happened.”

Ain’t Too Proud is an electrifying new musical about the life and times of The Temptations, the greatest R&B group of all time (Billboard Magazine 2017) with an award winning creative team and ‘The Temptations’ iconic hit songs and signature dance moves.

For the 2017-18 season Berkeley Rep recognizes the generosity of its season sponsors: BART, Peet’s Coffee, and Wells Fargo. Ain’t Too Proud — The Life and Times of The Temptations is also made possible by the support of individual season sponsors Michael and Sue Steinberg, executive sponsors Jean and Michael Strunsky and The Ira and Leonore S. Gershwin Philanthropic Fund, and show sponsor Mechanics Bank Wealth Management.

ABOUT BERKELEY REP
Berkeley Repertory Theatre has grown from a storefront stage to an international leader in innovative theatre. Known for its core values of imagination and excellence, as well as its educated and adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. In four decades, four million people have enjoyed nearly 400 shows at Berkeley Rep. These shows have gone on to win five Tony Awards, seven Obie Awards, nine Drama Desk Awards, one Grammy Award, and many other honors. In recognition of its place on the national stage, Berkeley Rep received the Tony...
Award for Outstanding Regional Theatre in 1997. Its bustling facilities – which include the 400-seat Peet’s Theatre, the 600-seat Roda Theatre, the Berkeley Rep School of Theatre, and a spacious campus in West Berkeley – are helping revitalize a renowned city. Learn more at berkeleyrep.org.

ABOUT UC BERKELEY ART MUSEUM AND PACIFIC FILM ARCHIVE
An internationally recognized arts institution with deep roots in the Bay Area, the University of California, Berkeley Art Museum and Pacific Film Archive (BAMPFA) is a forum for cultural experiences that transform individuals and advance the local, national, and global discourse on art and film. BAMPFA is UC Berkeley’s premier visual arts venue, presenting more than 450 film screenings, scores of public programs, and up to twenty exhibitions annually. With its vibrant and eclectic programming, BAMPFA inspires the imagination and ignites critical dialogue through art, film, and other forms of creative expression. Learn more at bampfa.org.

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