



Media Advisory
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WOOLLY MAMMOTH THEATRE COMPANY ANNOUNCES INAUGURAL “TWEET UP”

EXPERIMENTAL STRATEGY DESIGNED TO ENGAGE AUDIENCES INTERESTED IN THEATRE AND SOCIAL MEDIA

(Washington, DC) – Woolly Mammoth Theatre Company announces its inaugural “Tweet Up” in conjunction with the World Premiere of ***Civilization (all you can eat)*** written by Jason Grote and directed by Howard Shalwitz. The goal of these efforts is to open up the rehearsal process of a new play for select audience members interested in strengthening their engagement with Woolly Mammoth.

Selected participants of the Tweet Up will be invited to attend the first rehearsal of ***Civilization (all you can eat)***, a technical rehearsal, and the final dress rehearsal. Tweet Up participants are invited to tweet their thoughts and reactions to these events using the show’s hashtag **#WoollyCIV**.

The Tweet Up will culminate at the final dress rehearsal, where Tweet Up participants, along with Woolly staff, claque, and working group members are invited to live-tweet the performance.

In addition, Tweet Up participants will be invited to attend the press night of ***Civilization (all you can eat)*** on Sunday, February 19th at 7:00 pm.

DETAILS:

- Individuals interested in participating in the Tweet Up should tweet at us ([Twitter.com/woollymammothtc](https://twitter.com/woollymammothtc)) as to why they are interested in participating. Answers should be submitted to us with the hashtag **#WoollyTweetUp**.
- Three winners will be chosen from the responses. Winners of the Tweet Up will be announced via Twitter on Friday, January 13, 2012.
- Tweet Up Participants must be available on the following dates:
 - 1) **Tuesday, January 17th at 2:00 pm**: First rehearsal of ***Civilization (all you can eat)***
 - 2) **Thursday, February 9th at 6:30 pm**: Technical rehearsal of ***Civilization (all you can eat)***
 - 3) **Saturday, February 11th at 7:00 pm**: Final dress rehearsal of ***Civilization (all you can eat)***

ABOUT *Civilization (all you can eat)*:

What do a corporate lecturer, a career waitress, and an anthropomorphic pig all have in common?

They are all characters in the World Premiere of ***Civilization (all you can eat)***, a vaudevillian romp of **corruption, consumption, and enterprise at the dawn of the Obama age**. Unlike anything you’ve ever seen before, this absurdist satire takes you through the world of six hungry city-dwellers, burning with ambition and a desire to “make it.” But at what cost? Sarah Marshall stars as Big Hog, the ultimate capitalist underdog, along with Danny Escobar, Naomi Jacobson, and an award-winning Washington cast.

"Grote has made a name for himself in recent years with scripts that explode the boundaries between the ordinary and the chimerical, the political and the aesthetic, the intimate and the dizzyingly cosmic."
—*The Washington Post*

ABOUT WOOLLY

Now in its 32nd Season, Woolly Mammoth Theatre Company continues to hold its place at the leading edge of American theatre. Acknowledged as "the hottest theatre company in town" (*The Washington Post*), "known for its productions of innovative new plays" (*The New York Times*), Woolly Mammoth is a national leader in the development of new plays, and one of the best known and most influential mid-sized theatres in America.

Woolly's 32nd Season features five works that relate to the question, "Does our civilization have an expiration date?" They include Samuel D. Hunter's *A Bright New Boise* (Oct 10-Nov 13), The Second City's *Spoiler Alert: Everybody Dies* (Dec 6-Jan 8), Jason Grote's ***Civilization (all you can eat)*** (Feb 13-Mar 11), Joey Arias and Basil Twist's *Arias with a Twist** (Apr 4-May 6), and Anne Washburn's *Mr. Burns, a post-electric play* (May 28-July 1).

*This tour of Basil Twist is made possible by a grant from Mid Atlantic Arts Foundation with support from the National Endowment for the Arts.

www.woollymammoth.net

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