

# SNOWLION

repertory  
company



## Newsletter

January 2012  
Vol 1 No 4

### In This Issue

[People Profile](#)

[Sell out performances!](#)

[Great press coverage!](#)

[Call for playwrights!](#)

### People Profile

#### Noel Katz

writes musical comedies: Most famously, his wedding was a musical which got full page coverage in The New York Times, Dramatics, and Theatermania. His latest musical, *Such Good Friends*, was the hit of the 2007 New York Musical Theater Festival, winning awards for lyrics, direction, lead performance, and best musical of the season. But Noel also wrote the delightfully romantic score of *The Christmas Bride*. Read his take on all things Bride at his blog:



[Noel on the Snowlion Rep production of "The Christmas Bride"](#)

[Noel on the music of "The Christmas Bride"](#)

[Noel on the orchestrations for "The Christmas Bride"](#)

### Quick Links

[Upcoming Performances](#)

[Upcoming Activities](#)

[Join Us](#)

[About Us](#)

### Contact Us

Snowlion Repertory Company  
Portland, Maine  
(207) 518-9305  
[info@snowlionrep.org](mailto:info@snowlionrep.org)

Al D'Andrea Artistic Director  
Margit Ahlin Producing Director  
Board of Directors:  
Judith K Burwell  
Dr Jou Jacobs  
Michael Sosnowski

[www.snowlionrep.org](http://www.snowlionrep.org)

[Like us on Facebook](#)

Theater feeds the soul,  
so "eat local" and  
support your  
*local*  
theater company!

### Join Our Mailing List

### And Help Spread the Word

Please forward this email to  
your theater friends and  
associates and help us keep in  
touch!

### Greetings!

Wow. We always knew that it is in the nature of theater to be ephemeral, fleeting, a unique in-the-present-moment experience. Our recent production of the holiday musical *The Christmas Bride* proved just how wonderfully evanescent a theatrical run can really be.

Like some rare exotic bird, *The Christmas Bride* opened its wings at Lucid Stage on December 15, sang and preened and delighted many for a few magic days, and then flew away, leaving memories of music and laughter and uplifted spirits.

We are lucky, though, that it will live on - in pictures, in the words of generous journalists and perceptive critics, and most importantly, in the hearts of our audience. Thanks to all of you who attended our inaugural production. This is only the beginning!

Sincerely,

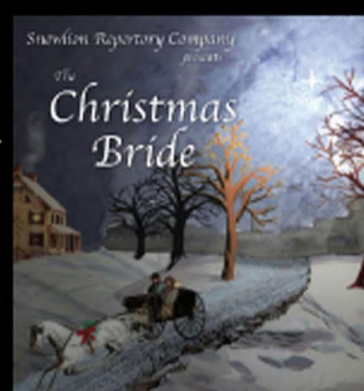
Al D'Andrea, Artistic Director  
Snowlion Repertory Company

Margit Ahlin, Producing Director



### *The Christmas Bride* sells out every performance!

Thanks to the hard work of everyone involved, word got out about *The Christmas Bride* and every single performance was a sell out! Volunteers from Lucid Stage put up posters all over town; a board member, an actor, and a producer (sounds like the start of a joke) handed out flyers at the Monument Square Christmas tree lighting; the graphic designer and writer worked the crowds at First Friday, generating audience; and of course, once the show opened, word of mouth spread, and we were scrambling to add extra seats at every performance so we didn't have to turn anyone away! Thanks go also to the Anna Sosenko Assist Trust for their generous grant of \$1000 which allowed Snowlion Rep to purchase 4 weeks of color ads in the GO Section of the Press-Herald.



What about the audience response? Overwhelmingly positive. In fact, one enthusiastic audience member just had to write, saying "The caliber of the acting and singing was unexpected and delightful. Or was it the synergy that made the whole better than its separate parts?...I feel like a groupie!" All in all, *The Christmas Bride* was a total success.

[Learn more...](#)



### *The Christmas Bride* gets great press coverage!

Maybe it was the gorgeous press photos by Michael Eric Berube (GoodPhotos.com). Maybe it was the irresistible combination of Charles Dickens and Christmas. Whatever it was, *The Christmas Bride* got great press coverage. Hats off to the journalists who took the time to follow us, write about us, and help us grow! Here's a sampling of some of our press:

[Our REVIEW in the Portland Press-Herald](#)

[Our LEAD STORY in the Portland Press-Herald](#)

[Our LEAD STORY in the Bangor Daily News](#)



We also appeared in the Cape Courier, Times Record, West End News, Cast & Crew, and others! Our great thanks to all!

### Call for Playwrights!

Snowlion Rep runs Maine's premiere playwrights group, PLAYLAB, and we are always looking for new members to join our monthly meetings where we conduct rehearsed actor-read performances of member work.

For more information, visit our website [About Playlab](#) or contact organizer Margit Ahlin at [margit@snowlionrep.org](mailto:margit@snowlionrep.org)



### About Us

Snowlion Rep is a 501(c)3 not-for-profit corporation that relies on your tax-deductible donations to exist. Theater feeds the soul, so "eat local" and support local theater!

[MORE INFO](#)

