



2011 PRESS KIT



MINNESOTA'S FESTIVAL OF PERFORMING ARTS
AUGUST 4-14, 2011
MINNEAPOLIS-ST. PAUL, U.S.A.

THE ESSENTIALS



Press resources

ONLINE AT FRINGEFESTIVAL.ORG/PRESS

Credential application, releases, FAQ, media alerts.

PHOTOGRAPHS

Collections from the 2007-'10 festivals are available for download. Thousands more available on request.

INTERVIEWS AND EXCERPTS

We're happy to facilitate interviews and performance excerpts suitable for both radio and television. Contact Matthew Foster to coordinate.

CREDENTIALS + PRESS PASSES

Registration for press passes to the 2011 festival begins July 1. Visit fringefestival.org/press to register.

Contact us

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Fringe basics

NAME: *Minnesota Fringe Festival* on first reference; *Fringe* or *Minnesota Fringe* thereafter

DATES: Thursday, August 4 through Sunday, August 14

PLACE: 18 stages in Minneapolis–St. Paul (*locations*, p. 5)

SHOWS: 168 different productions

RUNNING TIME: All shows no more than 60 minutes

TICKETS: \$12 plus \$4 admission button; kids' tickets (12 and under) are \$5 and don't require a button; discounts and multi-show passes available (*tickets*, p. 4). Tickets on sale July 1 from OvationTix at (866) 811-4111 or at fringefestival.org and at the box office 30 minutes before performance.

WEBSITE: fringefestival.org

ANNIVERSARY: 2011 is Fringe's 18th year

ABOUT US: Fringe is an annual performing arts festival in the Twin Cities. For 11 days, over a thousand artists present works in every discipline and genre. No one selects the participating shows. Instead, a lottery determines which of nearly 400 applicants win production slots in the festival.

WHY FRINGE?



Theater like none other

From our selection process (shows are selected by lottery, not by a committee of dramaturgs) to the festival's vibe (our ushers are all volunteers who wear T-shirts and shorts), Fringe is the performing arts audiences can get close to.

Fringe is fast-paced and lively. We don't have technical glitz and dazzle, just the spectacle of raw talent and the buzz of thousands of attendees who trade theater reviews like other people trade stock tips or baseball cards.

Audiences are encouraged to take artistic risks at Fringe—just like the artists. Tickets are just \$12 and shows are never longer than an hour, making Fringe the perfect chance to discover a gem or have fun with a well-meaning clunker.

Because we don't believe barriers should be placed between an audience and any artist—or, for that matter, any courageous beginner—we shatter those barriers. Regardless of pedigree, each producer is given an equitable performance schedule, each pays an average of about \$400 for a professional set-up, and each is guaranteed 65 percent of box office receipts. In addition, we provide producers at all levels with an education in the business of making art.

The right story for your audience

We collect copious details about each show making the job of finding the right story to tell easy. No matter how broad or specific you'd like to get, Fringe staff will be happy to help you find the right artists or attendees to talk to.

If you're interested in covering the festival, we can customize the show information you receive (or all of it if you like), including:

- Short, 210-character show descriptions, suitability for kids, and genres including dance, puppetry, sci-fi and storytelling
- Detailed descriptions of the show including background stories, staging and artistic influences
- Show photos and videos
- Details on artists focused on neighborhood and geography, ethnicity, GLBT identification, and religious, educational and union affiliations
- Accessibility information, including ASL-interpreted and audio-described shows

TICKETS + BOX OFFICE



Admission button

All ticket holders (except for kids' tickets) must have an admission button for entrance. Admission buttons are \$4 and are a one-time purchase.

Tickets

Individual tickets go on sale July 1, 2011.

ADULTS: \$12

CHILDREN: \$5 (5-12 years old; kids under 5 are only admitted to children's shows)

SENIORS: \$10 (65 years old and up; valid ID required)

STUDENTS: \$10 (valid student ID required)

Buying tickets

Tickets and passes are available starting July 1 at fringefestival.org or from OvationTix at (866) 811-4111. Processing fees apply for advance ticket and pass sales.

Door sales with cash, check and credit card start 30 minutes before performance start time. Fringe holds 30 percent of available tickets to encourage spontaneous walk-up traffic.

Multi-show passes

ULTRA PASS: \$225. Ultra Pass allows entry into an unlimited number of shows for one person. Comes with a free admission button. Ultra Passes count for 2-for-1 tickets on Thurs., Aug. 4 and Fri., Aug. 5.

FIVE-SHOW PUNCH CARDS: \$50. Transferable (i.e., one person can see five shows or five people can see one show). Equivalent of \$2 off per ticket.

TEN-SHOW PUNCH CARDS: \$100. Transferable. Equivalent of \$2 off per ticket. Comes with a free admission button.

Though Minnesota Fringe doesn't offer group discounts, we encourage groups to purchase transferable five- and ten-show punch cards to take advantage of the discounts.

No late seating

All seats are general admission. There is no late seating at Fringe because it's too disruptive for the audience and difficult for our all-volunteer box officers to manage. With only 30 minutes between performances, we have to keep things running on time. (No, there are never exceptions.)

LOCATIONS



Fringe's theaters

Augsburg College (two stages) 2211 Riverside Av., Minneapolis
Bryant-Lake Bowl 810 W. Lake St., Minneapolis
Gremlin Theatre 2400 University Av. W., St. Paul
HUGE Improv Theater 3037 Lyndale Av. S., Minneapolis
Intermedia Arts 2822 Lyndale Av. S., Minneapolis
The Lab Theater 700 N. First St., Minneapolis
Minneapolis Theatre Garage 711 Franklin Av. W., Minneapolis
Mixed Blood Theatre 1501 S. 4th St., Minneapolis
Playwrights' Center 2301 Franklin Av. E., Minneapolis
Theatre in the Round Players 245 Cedar Av., Minneapolis
University of Minnesota Rarig Center (four stages)
330 21st Av. S., Minneapolis

BYOVs

These locations are part of Fringe's Bring Your Own Venue project for site-specific work.

Cult Status Gallery 2913 Harriet Av. S., Minneapolis
Kieran's Irish Pub 601 1st Av. N., Minneapolis
Mill City Museum 710 S. 2nd St., Minneapolis

Fringe Central and concierge desk

Fringe Central presented by Summit Brewing at Moto-i (2940 Lyndale Av. S., Minneapolis) is part pub, part artist hub, part meet-up spot—the festival's official hang-out.

Special events—including an opening-weekend party and a pub-style trivia night—take place at Fringe Central every night of the festival.

A full schedule Fringe Central events is published July 1, 2011.

For audience services including lost-and-found and ticketing, a concierge desk is open at Intermedia Arts (2822 Lyndale Av. S., Minneapolis) each day of the festival.

BY THE NUMBERS



NUMBER OF SHOWS

2011 ¹	168
2010	169
2009	162
2008	156
2007	162
2006	163
2005	168

NUMBER OF PERFORMANCES

2011 ¹	865
2010	876
2009	843
2008	808
2007	874
2006	867
2005	855

TICKETS SOLD

2010	50,222
2009	46,217
2008	40,926
2007 ²	37,752
2006	44,692
2005	44,626

AVERAGE ATTENDANCE PER PERFORMANCE

201057.3
200954.8
200851.0
200743.4
200651.5
200552.2

GROSS

BOX OFFICE REVENUE

2010	\$369,201
2009	\$325,463
2008	\$297,374
2007	\$264,384
2006	\$338,181
2005	\$322,058

TOTAL ARTIST PAYOUT

2009	\$249,116
2009	\$215,600
2008	\$193,293
2007	\$171,850
2006	\$219,641
2005	\$214,498

TOP TICKET PRICE

2011	\$12
2010	\$12
2009	\$12
2008	\$12
2007	\$12
2006	\$12
2005	\$12

ACCESSIBLE SHOWS

ASL interpreted, audio described and captioned shows

201043
200940
200839
200740
200630
200526

1. Projected for the 2011 Minnesota Fringe Festival.

2. The 2007 festival opened on Thurs., Aug. 2—less than 24 hours after the I-35W bridge collapse. As a result, opening-weekend attendance was down significantly from 2006; closing-weekend attendance was closer to expected levels.

CALENDAR



MONDAY, JUNE 13: SCHEDULE AVAILABLE FOR PRESS

Show information and contacts for the 2011 Minnesota Fringe available to press; email matthew@fringefestival.org. *Schedule embargoed to July 1.*

FRIDAY, JULY 1: SCHEDULE PUBLISHED

Full festival schedule and ticket sales at fringefestival.org.

MONDAY, JULY 18: FRINGE-FOR-ALL #1

BEST FOR PHOTO/VIDEO Each of 30 companies have three (often rowdy) minutes to perform an excerpt of their shows—or plead with the audience. 7:30 p.m. at Mixed Blood Theater (1501 S. 4th St., Minneapolis).

MONDAY, JULY 25: FRINGE-FOR-ALL #2

BEST FOR PHOTO/VIDEO Same format as Fringe-for-All #1 with 30 different companies. 7:30 p.m. at Mixed Blood Theater (1501 S. 4th St., Minneapolis).

WEDNESDAY, AUGUST 3: OUT-OF-TOWNERS' SHOWCASE

BEST FOR PHOTO/VIDEO Participants coming from outside the Twin Cities are invited to perform 3- to 7-minute excerpts of their shows. 7:30 p.m. at HUGE Improv Theater (3037 Lyndale Av. S., Minneapolis).

THURSDAY, AUGUST 4: OPENING NIGHT

BEST FOR PHOTO/VIDEO The first day of the 2011 Minnesota Fringe Festival. Shows begin at 5:30 p.m.

MONDAY, AUGUST 8: OPENING WEEKEND NUMBERS ANNOUNCED

Attendance figures for the festival's opening weekend released on fringefestival.org.

SATURDAY, AUGUST 13: ENCORE ANNOUNCED

The festival's final performance slot—Sun., Aug. 14 at 8:30 p.m.—is reserved for each venue's top-selling show. This provides one last chance for audiences to see the surprise sleeper or sold-out blockbuster.

WEDNESDAY, AUGUST 17: OFFICIAL NUMBERS RELEASED

Final numbers—attendance, box office earnings and top-selling shows—are formally announced.

TO RESERVE PRESS SEATS AT THESE EVENTS,
CONTACT MATTHEW FOSTER
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For more information about
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fringefestival.org/press



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