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FOR IMMEDIATE RELEASE:

Welcome to The Broadwater, The New Name of Sacred Fools' Home



Los Angeles, CA (September 18, 2017) Sacred Fools Theater Company is delighted to announce its home will be renamed The Broadwater beginning with its 21st season.

In 2015, when Patrick and Carlyn Duffy purchased the Elephant Stages building at the corner of Santa Monica Boulevard and Lillian Way, it became the home of the Sacred Fools Theater Company and was renamed accordingly. With a variety of guest companies slated to stage productions moving forward, including during the massive Hollywood Fringe Festival, ownership and Sacred Fools management have decided to rebrand the entire complex as a symbolic gesture of welcoming to all companies and artists that perform on its four stages.

"The name has had a long connection with the Duffy family," explains Managing Director Padraic Duffy. "My paternal grandparents refurbished their small-town bar with antique pieces they found in a hotel called the Broadwater almost 60 years ago. My father still treasures those pieces—it means a lot to the family to keep that memory alive."

He goes on to add, "For our company members and patrons, not much will change-- Sacred Fools Theater Company will continue to manage the four theater spaces that comprise the Broadwater and produce a full slate of productions. We will still be the volunteer-based, democratically run non-profit that we have always been. But what we are hoping is that renaming the complex can be the next step in making this amazing facility not just our home, but a home and destination to countless other theater companies, artists and audiences."

The inaugural production in the Broadwater will be Sacred Fools Theater Company's first show of its 21st season, *Mr. Burns: A Post Electric Play*, written by Anne Washburn and Directed by Jaime Robledo. The production will take audiences on a journey through three of the four spaces, showcasing the wide variety the Broadwater has to offer.

A special event to celebrate Sacred Fools' 21st Season and toast the rebranding of the complex will take place on Saturday, October 7. This party will take our guests through the various spaces of the complex, introducing them to The Broadwater and our exciting 21st Season.

Take a Foolish Journey

Saturday, October 7 – 7:00PM-Midnight

Tickets \$15, Cocktail Attire

Press RSVP: Events@sacredfools.org

Public see www.sacredfools.org

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Sacred Fools Theater Company, the resident theater company of The Broadwater, 1078 Lillian Way (Santa Monica Blvd. and Lillian Way) on Theater Row, is a non-profit, ensemble-run theater company founded in 1997, committed to the development of new plays and projects that challenge traditional expectations of the theatrical experience.

For more information about any of our programming or the company itself, contact us at publicity@sacredfools.org and visit www.sacredfools.org.

For information regarding The Broadwater, please visit www.thebroadwaterla.com

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