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FOR IMMEDIATE RELEASE

NEW MUSICAL ABOUT BREAST CANCER CONTINUES IN RVA DESPITE CONTROVERSY AT FIREHOUSE

*Piersol Produces "The New Original Musical about Saving the Ta Tas"  
in Partnership with Virginia Repertory Theatre*

**Richmond, VA** - Carol Piersol, in partnership with Virginia Repertory Theatre presents, *Breast in Show* (Book by Lisa Hayes, Music and Lyrics by Joan Cushing, Conceived by Eileen Mitchard) at Virginia Rep's Willow Lawn Stage March 7 - 19, as part of the 2013 Acts of Faith Festival. Billy Christopher Maupin directs a cast of Richmond mainstays: Andrew Hamm, Brittany D. Simmons, Chloe Williams, Jeanie Rule, Lauren Leinhaas-Cook, and Russell Rowland, with music direction by Kim Fox and choreography by Jennifer Hammond.

*Breast in Show* was inspired by interviews conducted with over 200 patients, medical personnel, and family members over a period of two years. "I wanted to create a show that would educate, entertain, and energize people to eradicate this disease," writes Mitchard. This humorous and touching show accentuates the informative, very funny, and serious aspects with equal vigor, bringing to the stage an emotional and fun production that follows six very different people on their journey with breast cancer. Lillie Shockney, a registered nurse on whom one of the characters is based says, "The audience has a real opportunity to be entertained as well as get a sense of all of the emotions that accompany the diagnosis and treatment of breast cancer. Shock. Dismay. Empowerment. Inspiration. Even humor."

This ninety-minute musical was originally slated to be presented at the Firehouse Theatre Project during February, but following the controversy (including artists' boycotts) surrounding the Firehouse Theatre Project and Founding Artistic Director Carol Piersol's forced retirement, *Breast in Show's* executive producer, Eileen Mitchard, decided to revoke the rights to the production so that Piersol and Maupin could seek out a new venue for the show. Virginia Repertory Theatre, is donating the use of its Willow Lawn stage to mount the production. Piersol says, "The partnership with Virginia Rep has enabled us to bring this important and provocative piece of theatre to the Richmond community. Bruce Miller and Phil Whiteway came to the rescue - we are thrilled to be presenting this powerful new piece of American Theatre at the Willow Lawn space, a perfect venue to tell the stories of these people who have fought their battle with breast cancer."

Performances March, 7, 9, 10, 18, 19 at 8PM and March 13 at 2PM. Tickets are \$25 (Groups of 10 or more - \$20, Students - \$10) and can be purchased by calling the Virginia Rep Box Office at 282-2620 or by visiting [www.va-rep.org/bis.html](http://www.va-rep.org/bis.html). A post-show discussion will follow each performance.

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If you'd like more information, or to schedule an interview with any one of the team behind BREAST IN SHOW, call Billy Christopher Maupin at 917/721-7732 or email Billy Christopher at [billychristopherm@gmail.com](mailto:billychristopherm@gmail.com).