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2010-2011 UNIVERSAL 1 VARIETY SERIES ANNOUNCED

(Dayton, OH) – February 22, 2010 – Victoria Theatre Association has announced the lineup for the fourth season of the Universal 1 Variety Series at the historic Victoria Theatre. The 2010-2011 brings: the popular comedic theatre troupe, *The Second City*; the hilarious *Forbidden Broadway: Dances with the Stars*; and one of Hollywood’s most recognizable comedians, *Larry Miller*.

“The Universal 1 Variety Series is one of the most affordable and entertaining series in Dayton,” says Ken Neufeld, President & CEO of Victoria Theatre Association and the Arts Center Foundation. “You can subscribe to the three-show series for as little as \$73 a person. That, combined with truly unique and hilarious shows, makes the Universal 1 Variety Series a tremendous value. We’re excited about how the audience for this series is really growing.”

The Universal 1 Variety Series is made possible in part through the continued support of series sponsor Universal 1 Credit Union.

THE SECOND CITY

October 23, 2010

Chicago’s legendary comedy theatre just celebrated its 50th anniversary and their alumni list reads like a who’s who of American comedy: Alan Arkin, Joan Rivers, Robert Klein, Peter Boyle, John Belushi, Dan Aykroyd, Bill Murray, Gilda Radner, Martin Short, John Candy, Bonnie Hunt, Julia Louis-Dreyfus, Chris Farley, Mike Myers, Steve Carell, Tina Fey and countless others. Here’s your chance to see comedy stars in the making and witness absolutely hilarious satire and cutting-edge improvisation. No topic or subject matter is off limits. If your parents asked you not to speak about it at the dinner table, chances are it will be made fun of in an evening with *The Second City*.

FORBIDDEN BROADWAY DANCES WITH THE STARS

February 19, 2011

From *Annie* to *Phantom* to *Wicked*, this fall-down funny satirical roast of over 30 Broadway hits features outrageous costumes, silly spoofs of the songs you know by heart and madcap impressions by a stellar cast! New spoofs include *South Pacific*, Patti LuPone in *Gypsy*, and *Grease* - “You’re the one that I hate!” A New York sensation for 27 years, this talented quartet of comic chameleons throws out pointed parodies at a dizzying pace. It’s a hip and fresh view of theatre’s tried and true that will leave you begging for more. *Forbidden Broadway* is the winner of the 2008 Outer Critics Circle Award and the 2006 Special Tony Award.

COCKTAILS WITH LARRY MILLER: LITTLE LEAGUE, ADULTERY AND OTHER BAD IDEAS

May 7, 2010

As one of Hollywood's most recognizable faces, comedian Larry Miller has appeared in over 50 films including *Pretty Woman*, *The Nutty Professor*, *Waiting for Guffman*, *Best in Show*, *Bee Movie* and *The Princess Diaries*. He can be seen on television starring in *10 Things I Hate About You*, and as a regular on *The Tonight Show*, *The Late Show with David Letterman* and *Real Time with Bill Maher*. Other television credits include *Desperate Housewives*, *Seinfeld*, *Law & Order* and *Boston Legal*. Mr. Miller takes to the stage at the intimate Victoria Theatre to share his comic perspective about Marriage, Children & Drinking... and how each one leads to the other two.

HOW TO GO

"Series subscribers who also subscribe to the Miami Valley and Good Samaritan Hospitals Broadway Series will receive their renewal packets by the end of this week," Neufeld continues. "Subscribers to just the Universal 1 Variety Series will receive their packets in the mail in early March and their seats are being held for them." Season subscriptions for the 2010-2011 Universal 1 Variety Series are on sale now via Ticket Center Stage, and may be purchased at the Schuster Center box office in downtown Dayton or by phone, at (937) 228-3630 or toll free (888) 228-3630. Ticket Center Stage hours are Monday-Friday, 10 a.m. - 6 p.m., Saturday, noon - 4 p.m., and two hours prior to each performance. Individual tickets for all Victoria Theatre Association presentations may be purchased online at www.ticketcenterstage.com.

WHY SUBSCRIBE?

Series subscribers receive many perks, including VIP service and the chance to purchase single tickets to shows before tickets go on sale to the general public.

GUARANTEED SEATS AND THE BEST SEATS. The best seats for each show are snatched up by series subscriber before single tickets go on sale to the general public! By purchasing a series subscription, you are guaranteed the best seats for every show.

SAVINGS. Subscribing to the Universal 1 Variety Series saves 13% over purchasing single tickets.

ADVANCE SALE OPPORTUNITIES. All series subscribers or season ticket holders can buy extra tickets to series shows before they go on sale to the general public.

TICKET INSURANCE. If tickets are misplaced, just call Ticket Center Stage and the ticket agents will reprint them.

DISCOUNTED PARKING. Only series subscribers can purchase prepaid parking the Arts Garage at Second & Ludlow Streets (to the west of the Schuster Center) at a discount. Subscribers pay only \$5 a park – instead of \$7 event parking.

Please note: New subscribers will be seated per their requests once renewing subscriber's requests have been handled.

For more information about the 2010-2011 Universal 1 Variety Series, as well as Victoria Theatre Association's many other presentations, visit www.victoriatheatre.com.

Victoria Theatre Association is one of Dayton's premier arts organizations, presenting the Miami Valley & Good Samaritan Hospitals Broadway Series, the Family Series, the Michelob Ultra Cool Films Series, the Universal 1 Variety Series, KeyBank African-American Arts Festival, and the Physicians for Kids Discovery Series, which features curriculum-enhanced live theatre productions for school children. Victoria Theatre Association is proud of its alliance with the Dayton Opera. In addition to the performances it presents, Victoria Theatre Association also manages the historic Victoria Theatre, the Benjamin and Marian Schuster Performing Arts Center, and the Metropolitan Arts Center, which houses The Loft Theatre. Victoria Theatre Association receives funding from a variety of diverse public, corporate, individual and private sources, including the Montgomery County Arts and Cultural District and the Ohio Arts Council. The Ohio Arts Council helped fund this program or organization with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans.