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## ***Something Rotten!* To Open Directly On Broadway, Foregoing 5th Avenue Production**

*An exciting new musical to take its place will be announced shortly.*

(Tuesday, December 16, 2014 – SEATTLE, WA) Broadway producers announced today that ***Something Rotten!***, an original new musical, will forego its previously scheduled world premiere production at The 5th Avenue Theatre, and open directly at the St. James Theater on Broadway this spring. Another exciting new musical will be announced shortly to take its place in The 5th Avenue Theatre's 2014/15 season.

"Although we, as well as our patrons, are disappointed that ***Something Rotten!*** will not be on our 5th Avenue stage this season, we are thrilled to have been a part of its development process, and are excited to see it opening so quickly on Broadway," said 5th Avenue Theatre Executive Producer and Artistic Director **David Armstrong**. "We are also delighted to announce that 5th Avenue patrons holding tickets to see ***Something Rotten!*** will actually receive free tickets to the Broadway production."

***Something Rotten!*** Producer **Kevin McCollum** said "Seattle is a fantastic theater city and David Armstrong and I have enjoyed working together on many projects over the years. Largely due to another successful collaboration with David and his team at the 5th Avenue Theatre, an opportunity developed that will now have the production originating in New York. However, we are excited to welcome subscribers and single ticket buyers to have the first chance to see the new musical at The St. James Theatre in the spring."

In mid-January, all ***Something Rotten!*** ticket holders at The 5th Avenue Theatre will be mailed a voucher valid for a ticket to the Broadway production through September 7, 2015. Additionally, all ***Something Rotten!*** ticket holders at The 5th will automatically have their tickets exchanged for performances of the new musical to be announced, and will receive their new tickets with the voucher.

Refunds will be available for those who do not wish to receive tickets to the new 5th Avenue show and see ***Something Rotten!*** in New York. Refunds are available by phone at 206-625-1900, or at the Box Office at 1308 5th Avenue in Downtown Seattle.

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### **About the Broadway Run of *Something Rotten!***

Hear Ye, Broadway! From the co-director of *The Book of Mormon* and the producer of *Avenue Q* comes something original...something fresh...***Something Rotten!***, a world-premiere musical comedy about the musical comedy that started it all.

Producer **Kevin McCollum** is proud to announce the Broadway premiere of ***Something Rotten!***, a completely original new musical comedy directed and choreographed by Tony Award® winner **Casey Nicholaw** (*The Book of Mormon*, *Aladdin*). Nicholaw made his professional debut as choreographer of The 5th Avenue's first new musical, *The Prince and the Pauper* in 2001, and returned to The 5th in 2011 to direct the world premiere of *Disney's Aladdin*.

***Something Rotten!*** features music and lyrics by Grammy Award® winner **Wayne Kirkpatrick** and Golden Globe Award® nominee **Karey Kirkpatrick** and a book by **Karey Kirkpatrick** and best-selling author **John O'Farrell**, and will begin previews March 23, opening officially on April 22, 2015 at the St. James Theatre (246 West 44<sup>th</sup> Street).

### **About The 5th Avenue Theatre**

The 5th Avenue Theatre is acclaimed as one of the nation's leading musical theater companies and is especially renowned for its production and development of new works. Since 2002, the Seattle-based company has produced 17 new musicals. To date, nine (including the sensational hit *Disney's Aladdin*) have moved on to Broadway premieres, earning a combined 15 Tony Awards, including two for Best Musical (*Hairspray* and *Memphis*). The 5th Avenue Theatre is also known for its world class, critically acclaimed productions of musicals chosen from both the contemporary canon and the Golden Age of Broadway.

Unique in its Chinese-inspired design, this exquisite theater opened in 1926 as a venue for vaudeville and film. Today, under the leadership of Executive Producer and Artistic Director David Armstrong, Managing Director Bernadine C. Griffin and Producing Artistic Director Bill Berry, this non-profit theater company attracts an annual attendance of more than 300,000, including over 25,000 subscribers – one of the largest theater subscriptions in North America.

In addition to its main stage productions, The 5th Avenue Theatre is also committed to encouraging the next generation of theatergoers through its extensive educational outreach programs. For more information about The 5th Avenue Theatre, its season and its programs, please visit [www.5thavenue.org](http://www.5thavenue.org).

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