



FOR IMMEDIATE RELEASE

For more information contact:

Gail Hulbert, Communications & Marketing Director
The Gamm Theatre
(401) 723-4266 or gail@gammtheatre.org

Karina Lutz, Director of Development
People's Power & Light
(401) 632-0988 or karina@ripower.org

GAMM GOES GREEN!

Wind Power Boosts Arts and Environment during *The Taming of the Shrew*

PAWTUCKET, RI (May 8, 2008) — **The Sandra Feinstein-Gamm Theatre** (The Gamm) is pleased to partner with **People's Power & Light** (PP&L) to invest in Rhode Island's sustainable future. In a first-of-its-kind arrangement for both non-profit organizations, PP&L is donating **an upgrade of The Gamm's electricity to 100% wind power** during the nearly 5-week run of the theater's upcoming show, **William Shakespeare's *The Taming of the Shrew***. **Gamm Artistic Director Tony Estrella** said he hopes this innovative partnership will have a long-term effect on people's perceptions about and investment in clean, plentiful, renewable energy sources.

"**The Gamm's mission of social, political, and cultural relevance** has always been reflected in its programming on stage. Our current partnership with **People's Power & Light** is a natural outgrowth of that mission," Estrella said. "Our loyal audiences expect to be challenged and engaged within the confines of the theater. Now, they are being reminded to think about the world at large. The environment and renewable energies are everyone's concern, and **New England GreenStart** offers forward-thinking people a simple, effective, and practical way to make a difference."

To that end, PP&L is offering **two free tickets to any show of The Gamm's upcoming 2008-2009 Season to Rhode Island residents who sign up for their green power program, New England GreenStart, from May 15 through June 15** via the backside of their *Taming of the Shrew* ticket or on the web at www.ripower.org/gamm. *New England GreenStart* customers purchase green power through their current National Grid electric bill. The "transfer of power" adds 2.4 cents more per kWh to customers' bill, or around 40 cents more per day, explained **People's Power & Light Deputy Director Omay Elphick**. "And it's 100% tax-deductible for Rhode Islanders. Best of all, the extra charge supports producers of renewable energy right here in New England, such as the wind turbine at Portsmouth Abbey and the solar panels on Scituate High School."

Elphick added, "Our green power program, *New England GreenStart*, enables Rhode Islanders to power their homes, schools, and theaters with renewable energy. Our partnership with The Gamm is a unique opportunity to demonstrate how everyone, from arts organizations to farms to houses of faith, can power their buildings with renewable energy."

The Taming of the Shrew runs from **May 15 through June 15** at The Gamm Theatre, 172 Exchange St., Pawtucket, RI. For tickets or for more information, call The Gamm at **401-723-4266** or go to www.arttixri.com. For more information about The Gamm's partnership with *New England GreenStart*, go to www.ripower.org/gamm.

About The Gamm Theatre

Founded in 1984 as Alias Stage, the nonprofit **Sandra Feinstein-Gamm Theatre** performs great works of the classic and modern theater in an intimate setting that fosters the vital relationship between author, actor, and audience. As the cornerstone of **The Arts Exchange** at the Pawtucket Armory, The Gamm seeks to engage and enrich the community through affordable entertainment and educational programming. The Gamm is a member of **New England Area Theatre** (NEAT), a bargaining unit of the Actors Equity Association.

About New England GreenStart

People's Power & Light is a nonprofit organization dedicated to making energy affordable and sustainable. People's Power & Light operates a buyers' group for renewable energy in the form of the **New England GreenStart** program. As a charitable organization, PP&L administers the RI Oil Bank program as well, making emergency deliveries to needy families. PP&L also advocates for pro-consumer, pro-environment energy policies in Rhode Island.

-end-