



FOR IMMEDIATE RELEASE

And Toto too Theatre Company – Supporting Women in the Arts

Encouraging women to persevere and believe in themselves

Denver, CO – (JUNE 13, 2005) – And Toto too Theatre Company, a women-centric Theatre and Arts company, has formally launched today in Denver, Colorado. Conceived and co-founded by Susan Lyles, And Toto too was created to help promote women in the arts, with an emphasis in producing plays written by women.

The male/female ratio of characters in most plays is between 60/40 to 70/30, illustrating that more plays are written with a heavy emphasis on male characters versus female ones. Ironically, the ratio of male and female actors is about 40/60, indicating that there are more female actors out there than female roles.¹ The obvious solution is for playwrights to write more roles for women, but that is easier said than done...or is it? During the 2001-02 season as listed in American Theatre magazine, female participation actually declined, with directors at 16% and playwright representation at 17%.² One woman has decided to act on these slanted statistics and has created a theatre company who will only accept play submissions from women playwrights.

“During my acting career I noticed a recurring theme: comparatively few plays were written and produced by women, more women auditioned than men yet the percentage of roles favored males, and theatre attendance too was equally unbalanced,” says Susan Lyles, Co-founder, President and Executive Director for And Toto too Theatre Company. “It has been my dream to create a women-centric theatre group and in May of 2001 it became clear to me that it was time for the dream to come true and for me as well as others to help level the playing field for women in the arts.”

¹ http://www.newyorkcool.com/archives/2005/April/theater_3.html

² <http://www.americantheaterweb.com/nysca/statistics.html>

"The prospect of a local theatre company concentrating on presenting new works by women playwrights is very exciting and long overdue in the Denver arena. As a producer, I'm always looking for something that hasn't been seen by local audiences; as a writer, I'm delighted when an opportunity to showcase new works presents itself; as an audience member, I like being challenged and entertained by a writer offering unique perspectives and viewpoints. And Toto too's arrival seems to me a win/win/win in that regard." Scott Gibson, Director, Playwright and co-founder of Conundrum Theatre Company.

And Toto too Theatre Company is currently accepting play submissions, head shots and resumes and donations. For more information, please contact susanlyles@andtototoo.org or visit www.andtototoo.org.

#

About And Toto too Theatre Company

Located and legally incorporated as a Not-for-Profit in Denver, Colorado, the And Toto too Theatre Company mission is to help promote women in all mediums of the arts, with an emphasis in producing plays written by women. And Toto too assists them in developing their craft and determining their own critical standards of excellence as well as encouraging women playwrights to use scholarly standards when developing their work. For more information visit www.andtototoo.org or email susanlyles@andtototoo.org

All other brand or product names are trademarks and/or registered trademarks of their respective holders.

COMPANY CONTACT

Susan Lyles
And Toto too Theatre Company
720-280-7058 p
susanlyles@andtototoo.org

MEDIA CONTACT

Janet D. Hendrickson
MarketingConnexion™
925.788.1923 c
925.833.7764 p/f
janet@marketingconnexion.com