

**FOR IMMEDIATE RELEASE MEDIA CONTACT:**

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**WORLD PREMIERE OF NEW MUSICAL COMEDY  
*LOVE, INC.*  
COMES TO NORFOLK  
TICKETS NOW ON SALE!**

The *world premiere* of the new romantic musical comedy, **LOVE, INC.** will be presented at Norfolk's TCC Roper Performing Arts Center from February 5-22, 2009. Following the three week run at The Roper, this production will travel to several other cities before opening at an off-Broadway theater in July 2009.

**LOVE, INC.** follows a young, successful business woman named Faith, as she attempts to make the leap into the dating scene after years of climbing the corporate ladder. Although successful at work, Faith finds herself unlucky in the business of love so she decides to take drastic measures... she incorporates! With the help of her head-turning, sassy neighbor, Aura, and an out-of-work actor, Landon, she sets out to change the "business of love" using a basic business plan:

- Step 1: *Designing the Plan*** - with you in mind
- Step 2: *Defining the Plan*** - what you are looking for
- Step 3: *Creating Awareness*** - that you are available
- Step 4: *Action***- bringing you and the product together
- Step 5: *The Result*** – Happily Ever After?

With twists and turns right down to the very end, **LOVE, INC.** is a fast-paced, 90-minute romp that takes a modern approach to a not-so classic love story.

Well known for his direction of new works across the country, award-winning director **Igor Goldin** renews his partnership with choreographer and associate director **Keith Andrews** in this musical comedy by actor-turned-writer, **Marc Castle**.

Mr. Goldin was the recipient of the 2006 New York Musical Theater Festival Award for Excellence in Direction for his work on *Common Grounds* and his work on *YANK!* named Best Musical of 2007-2008 by StageScene L.A. also earned him an award for Outstanding Achievement in Direction of a Musical Citation. In addition to his work on original pieces, Igor Goldin has also lead casts in productions of dramatic pieces like

*Violet* and *The Spitfire Grill* as well as hilarious comedies like *The Full Monty* and *The Complete History of America (abridged)*.

Keith Andrews's choreography credits include the off-Broadway Revival of *Hello Muddah, Hello Fadduh* as well as *Joseph and the Amazing Technicolor Dreamcoat*, *Promises Promises* and *Little Me*. Andrews has also directed National Tours of Broadway hits like *The Full Monty*.

Marc Castle has been in the business of theater since the age of nine. As an actor, he was seen in such acclaimed theaters as Circle in the Square and Playwrights Horizons. As a playwright, lyricist, and occasional composer, his works have been seen at Ensemble Studio Theater, The Neighborhood Playhouse and his biographical work, *One Brief Shining Moment*, was produced at Payan Theater in 2008. For *Love, Incorporated*, Castle penned not only the book, but the lyrics and music as well. It was selected by ASCAP for a workshop production in the summer of 2008 and had developmental readings at Innovative Stages, the York Theatre, and the Snapple Center prior to its full production in Norfolk.

This world premiere musical comedy features a four member cast.

Following her role as Judy Turner in the Broadway Revival of *A Chorus Line*, Virginia native, **Heather Parcels** portrays the business savy, love-lacking Faith. Ms. Parcels has tackled roles in some of the most popular shows in the nation including *Chicago*, *Chitty Chitty Bang Bang*, *Thoroughly Modern Millie*, and *Some Like it Hot*. Growing up on the Peninsula, Heather caught the theater bug while attending Hampton Roads Academy when she landed the role of Audrey in *Little Shop of Horrors* during her junior year. She received her first pay check for performing with Busch Gardens Williamsburg playing Gordon the Dragon (immersed in a sweltering full-body costume) during the summer of 1996 and returned to the area to play Princess Maria in Virginia Musical Theatre's production of *Call Me Madam*.

Playing the charming Casey Janacek, should come easy to **Paulo Montalban**, who was seen opposite Brandy as Cinderealla's Prince in the classic Disney story on ABC and again in the theatrical tour with Deborah Gibson and Eartha Kitt. Seen in a wide array of roles on TV and stage ranging from Kung Lao in the TV series *Mortal Kombat: Conquest* to Ta in the 50<sup>th</sup> anniversary production of *Flower Drum Song*, you can also find Montalban listed among People Magazine's "50 Most Beautiful People."

As the energetic Landon, **Michael Minarik** brings the talents he recently exhibited on Broadway as Grantaire in the revival of *Les Miserables* and on the national tours of *Little Women* and *Urinetown*.

**Hollis Scarborough** plays the quirky, street-smart Aura. Ms. Scarborough recently appeared in other musical productions of *Hairspray*, *Footloose*, and *The Girlfriend* and on the reality television series "Crowned: the Mother of All Pageants."

**Stan Raiff** of Power Productions, New York, Inc. is no stranger to theater with several current productions including *Irena's Vow* with Tovah Feldshuh opening on Broadway in March 2009, along with On and Off Broadway shows such as *Riverside Drive*, *Buffalo Bill*, *Charlotte Sweet*, and many others. Even though Mr. Raiff lives in New York, Virginia has always been his second home and he hand-selected Norfolk to premiere this new production.

**Performance Schedule and Tickets**

**Feb 5 – 22, 2009**

**Feb 7 at 8pm – Opening Night!**

**Tuesday – Friday shows at 8:00 PM**

**Saturday shows at 2:00 and 8:00 PM**

**Sunday shows at 2:00 and 5:30 PM**

**TCC Roper Performing Arts Center, Norfolk**

**Tickets \$50, \$35, student tickets \$20**

**Call 800-982-ARTS for tickets.**