

## The True History of Coca-Cola in Mexico

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Washington, D.C. – GALA continues its 33<sup>rd</sup> season with *The True History of Coca-Cola in Mexico/La verdadera historia de Coca-Cola en México* by Patrick Scott and Aldo Velasco. Directed by José Carrasquillo from Puerto Rico, *The True History of Coca Cola in Mexico* runs April 2 through April 26, 2009 at GALA Theatre, 3333 14<sup>th</sup> Street NW, Washington, DC 20010. Parking is available behind the theatre at the Giant garage on Park Road for a fee of \$4. Performances are in English with Spanish surtitles.

A fiercely funny commentary on the impact of globalization on traditional culture, that spoofs stereotypes on both sides of the U.S.-Mexico border. *The True History of Coca-Cola in Mexico* follows two young filmmakers as they travel through Mexico to document what they see as the pillage of Mexican history and culture by a large corporation. In the course of their self-righteous crusade, the filmmakers become part of the problem, more intent upon contriving a memorable film than documenting truth.

In quick fire scenes, the two actors entertain, inform and provoke as they push politically incorrect hot buttons with their portrayal of the impoverished “familia”, the squeaky Mexican, and the “Ugly American” tourists who splurge on cola, piñatas, piña colodas, and eat pizza at Chichen Itza.

“I was attracted to Aldo and Patrick’s play,” states director José Carrasquillo, “because of its sheer theatricality: two actors playing multiple roles. From a director’s perspective, such a play is challenging and fun. The concept of two young men making a film documentary to expose a big corporation in Mexico only to end up exploiting the people of that country (just as much as the corporation they are trying to expose) adds complexity and depth to the comedy. I saw it as the perfect gem of a play that has the potential to enlighten and entertain.”

Performances are Thursdays through Saturdays at 8 pm, and Sundays at 3 pm. Press Night & Noche de GALA are Saturday, April 4, 2009 and is sponsored by M&T Bank. This production is made possible with generous support from the DC Commission on the Arts and Humanities, M&T Bank and individuals.

### ABOUT THE PLAYWRIGHT

Aldo Velasco is a playwright and filmmaker born in Guadalajara, Mexico. His play, *The True History of Coca-Cola in Mexico*, which he wrote with Patrick Scott, has been produced at Mixed Blood Theatre in Minneapolis where it premiered; San Diego Repertory Theatre; Empty Space in Seattle; Teatro Vision in San Jose; Miracle Theatre in Portland; and Borderlands Theatre in Tucson. Velasco has directed and produced numerous films, including “SuperMacho”, which was seen at the TAA On Track Presentations of the Tribeca Film Institute; “Crabgrass Manifesto”, which was screened at the Sundance Festival; “Hinge”; and “Infitd”, which was screened at the Guggenheim Museum. He wrote for the cable children’s show “Hip Hop Harry”, which airs on Discovery Kids.

Patrick Scott also co-authored with Mr. Velasco *The Good News About Sweatshop Shoes*, which has been produced in Minneapolis and Seattle. He continues to write short plays for Seattle’s 14/48 Theatre Festival and is currently writing a young adult novel inspired by the courageous lives of the students he teaches as a middle school drama and Spanish teacher in Seattle. Mr. Scott graduated from the School of Drama of the University of Washington.

### ABOUT THE PRODUCTION

Featured in the cast are **Jaime Robert Carrillo** and **Daniel Eichner**. Mr. Carrillo appeared at GALA in *La granada*, which was directed by Mr. Carrasquillo. He also appeared at Studio Theatre SecondStage. In New York, he has appeared at Classical Theatre of Harlem, Mabou Mines Theater Company, and The Flea Theater. Mr. Eichner has been seen at Washington Shakespeare Company, Shakespeare Theatre Company, African Continuum Theatre, Arena Stage, Synetic Theatre, and recently at Journeymen Theatre Ensemble.

**José Carrasquillo** is entering his third decade of directing for regional theaters. At **GALA**, he directed *Cita a ciegas*, *El arquitecto y el emperador de Asyria*, *La granada*, and *Chaos Organized*. Other credits include *Macbeth* and *Medea* at Washington Shakespeare Theatre, *Jesus Hopped the “A” Train* at Round House Theatre, *Donna Q* at Signature Theatre, *A Language of Their Own* at Studio Theatre SecondStage, *Sueño* at Olney Theatre, *The Obituary Bowl* at Woolly Mammoth, and *The Magic Rainforest* at the Kennedy Center. Recently, he directed Jose Rivera’s *Marisol* at the Clarice Smith Performance Arts Center. Mr. Carrasquillo was the founding Artistic Director of Freedom Stage in Washington, DC; served as Artistic Director at The Group Theatre in Seattle; and is a regular guest lecturer and director

at universities and conservatories.

Set design is by **Elizabeth J. McFadden**, who designed sets for *El mejor alcalde, el rey* at **GALA**. Light design is by **Cory Frank**, who designed *Miss Nelson Is Missing* at Imagination Stage and *Speed the Plow* at Theatre J, and costumes are by **Ivania Stack**, who designed *Boom* at Woolly Mammoth and *Displaced Persons* at Theatre J. Sound design is by **Brendon Vierra**, who designed *Agustín Lara~Boleros & Blues* at **GALA** and most recently *Roundheads and Peakheads* for Catalyst Theatre. **Jason Schiafstein** is Assistant Director. **Mel Bieler** is Stage Manager and **Jenny Cisneros** is Assistant Stage Manager. **Mariana Osorio** is Production Manager, **Eric Lucas** is Technical Director, and **Abel López** is Producer.

#### **ON EXHIBIT IN LOBBY AND KREEGER ART WALK**

**Toma Lo Bueno** is an exhibition of photographs by **Sally Brucker** and **Jim Williams**. Brucker is a printmaker, painter and photographer whose work has been exhibited at the Corcoran Museum of Art, Washington Printmakers Gallery, and Lincoln Center in New York. Williams is an amateur photographer who traveled to Chiapas, Mexico and realized that Coca-Cola holds a special place in the lives and traditions of the Mexican people, and that place is deeper than the capitalistic bottom line. He works for the Court Services and Offender Supervision Agency for the District of Columbia.

#### **TICKET INFORMATION**

Single tickets are \$32 on Thursday and Sunday and \$36 on Friday and Saturday. Tickets for students, senior citizens (65+) and military are \$20 (Thurs/Sun) and \$26 (Fri/Sat). Additional discounts are available for groups of 10 or more. Tickets for Noche de GALA and Reception are \$50 per individual, \$90 per couple.

**FOR TICKETS:** Call (800) 494-8497, (202) 234-7174, or visit [www.galatheatre.org](http://www.galatheatre.org)

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**WHEN :** 2009-03-31 07:55:36

**WHERE :**

#### **CONTACT:**

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