



THE CLEVELAND PLAY HOUSE

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Michael Bloom Artistic Director

Kevin Moore Managing Director

April 27, 2010

Dear Artistic Director:

I'd like to let you know about one of the most successful non-musical productions this theatre has produced in recent memory, *Bill W. and Dr. Bob*, by Stephen Bergman and Janet Surrey. It is currently running and has been extended until May 9.

This moving and redemptive story shows us Bill Wilson and Dr. Robert Smith, during the Depression, struggling with alcoholism at a time when it was seen more as a character flaw than a disease. They meet through a chance and dumb luck and discover that the best way for a drunk to cure himself is to tell his story to someone else.

We have done quite a bit of leg work in advance of this project, working closely with the recovery community here in Cleveland, and it has paid off. Our subscribers are loving the production, and single tickets are selling over 500% above our goal. We've also secured a series of house buy-outs. The production has also garnered inestimable currency for us as a resource to our community.

The production has been very skillfully realized by our Associate Artistic Director, Seth Gordon, and an excellent team of designers, led by Robert Mark Morgan (set), Michael Lincoln (lighting), Jeffrey Van Curtis, (costumes) and Jim Swonger (sound). What is truly remarkable is just how funny—yes!—and entertaining the show is.

If you'd like to come see the production before May 9 please know that we would love to have you. We can provide you with tickets and a very healthy discount at the Intercontinental Hotel—right across the street. We even have an excellent restaurant right on our premises, and Seth or I would be thrilled to meet you there for dinner before or a drink after.

If you miss the production, the script is available via Samuel French, or I can send you an electronic copy. Either way we are very excited by the success of this production and see no reason why it can't be replicated elsewhere. If you have any questions about *Bill W. and Dr. Bob*, please feel free to call or email.

Sincerely,

Artistic Director

