

FOR IMMEDIATE RELEASE

Act Now!

A new musical from the creators of "Funny Business" - directed by Adam Brazier

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3 years after writing the Fringe hit "Funny Business - The Musical" soon to be wedded collaborators Daniel Abrahamson (composer) and Rachel Brittain (book) are debuting an all new show at the 2010 Toronto Fringe. They are joined by lyricist Daniel Cummings (Kid Cosmic). Act Now! is a dark musical comedy (Little Shop of Horrors meets Training Day) featuring an original score and story by the new writing trio.

When out of work actor Larry Moppole signs up for a day job as a product demonstrator at a trade show, he soon finds himself falling down the rabbit hole of out of control infomercials, murderous pitchmen, and money hungry television executives. Under the watchful care of Tony, his trainer, Larry exudes a talent in convincing crowds of shoppers to mindlessly purchase the strange wares one finds at home shows; such as a "Twitlet" bracelet, designed for the elderly, that tweets status updates to family, and the "All-You-Wear," a blanket with sleeves and a full underwear set sewn in. He does, however, find himself unable to pitch to a certain customer, Layla; a bright eyed insomniac who loses hours a day to chronic infomercial viewing. As the two discover their new romance, Tony the trainer viciously pieces together the "Perfect Pitch" from the lines of dead pitch-men. Soon all that he's missing is his final closing line that he'll steal from his apprentice, Larry. Before he can succeed, Larry defeats Tony in a live infomercial being broadcast worldwide. The power of the Perfect Pitch transfers to Larry, corrupting the once idealistic young artist into a money hungry, smooth talking shark, obsessed only with his own financial gain. He can't, however, exude his power over Layla, whose affection breaks the spell and rescues Larry from an existence of pure commercialism. Before returning the power to whence it came, Larry uses his new-found ability and platform to convince the world that there is more to life than the mindless consumption of products.

Adam Brazier, fresh from directing critical and sold out hits "**Assassins**" for Birdland Theatre/Talk is Free Theatre, and "**Nebraska**" in the 2009 Toronto Fringe, will realize the show at the Bread & Circus in Kensington Market, home to last years Fringe breakout hit "**My Mother's Lesbian Jewish Wiccan Wedding.**"

Act Now! a new musical, a part of the 2010 Toronto Fringe Festival, playing at the Bread & Circus, 299 Augusta Avenue. Opens July 1st, 2010. Tickets are \$10 and can be ordered at fringetoronto.com