



Ricky J. Martinez, *Artistic Director* Eileen Suarez, *Managing Director*

4120 Laguna Street, Coral Gables, Florida 33146  
305-443-5909 (Box Office) 305-443-5373 (Business) 305-443-1642 (Fax)  
[www.new-theatre.org](http://www.new-theatre.org)

**Advisory Board:**

**Vincent Cardinal**  
Playwright

**Nilo Cruz**  
Playwright

**Morgan Jenness**  
Literary Agent

**Shirley Lauro**  
Playwright

**Alfred Allan Lewis**  
Playwright

**Michael McKeever**  
Playwright

**Julie Peeler**  
Director National Arts Marketing  
Project

**Elaine Romero**  
Playwright

**John Strand**  
Playwright

**Arthur Whitelaw**  
Theatre Producer

**Board of Directors:**

**Steven E. Eisenberg, Esq.**  
Chairman

**Carol Schoffel Faber**  
Vice Chairman

**Marilyn Holzberg**  
Secretary

**Jo Adkins**  
**David Evensky**  
**George Green**  
**Lisa Grossman**  
**Nicole Keating**  
**Gwen Margolis**  
**Etan Mark**  
**Ricky J. Martinez**  
**Jaime Mora**  
**Dr. Jules Oaklander**  
**Petulia Schvartz**  
**Nichole Scott**  
**Linda Smith**  
**Eileen Suarez**  
**Stephanie Sylvestre**  
**Betty Vandenbosch**  
**Nina-Dawne Williams, Esq.**

CONTACT: Eileen Suarez, Managing Director, [esuarez@new-theatre.org](mailto:esuarez@new-theatre.org); (305) 443-5373

**Editor's Note:**

**The playwright, Rogelio Martinez, will be in attendance the opening weekend and will be available for interviews. To schedule a phone interview prior to the opening, please contact Eileen Suarez. Theatre critics are invited to attend the Opening Night performance, Saturday, December 4 at 8 pm.**

Photo Caption: In FIZZ photo A: Carlos Orizondo; Photography by Ricky J. Martinez

**FOR IMMEDIATE RELEASE:**

**The creation and colossal flop of New Coke bubbles onto New Theatre's stage in Rogelio Martinez's new comedy *Fizz!***

New Theatre's (THE NEW) 25<sup>th</sup> Anniversary continues with the Florida Premiere of Rogelio Martinez's new comedy, *Fizz*, running December 3 – 19, 2010. Gun-toting Southern belles, cocaine-loving Rockettes, and insane soda execs all take part in this fictionalized comedy about one of history's biggest flops - the creation of New Coke. At the same time it examines the meteoric rise of Roberto Goizueta, as the first Cuban American to head a major American company. This play advances this season's theme of overcoming adversity and examines issues of immigration, the Cuban experience, and corporate America at its most bizarre.

*"(Rogelio) Martinez is able to subtly investigate some larger questions: What are history and culture in America? Can an immigrant ever be truly acculturated? What does it mean to become American? How do Americans think about their national identity, and how is that bound up with the kind of consumer culture exemplified by the '80s?"* - nytheatre.com

Rogelio Martinez will be in attendance on the opening weekend of the production. Mr. Martinez was born in Sancti-Spiritus, Cuba, and came to this country in 1980. He received his undergraduate degree from Syracuse University and his graduate degree from Columbia University. Mr. Martinez is a recipient of a grant from the New York Foundation for the Arts and has penned such works as *Comrades and Worms*, *They Still Mambo in Havana*, *Lenin's Omelet*, *When It's Cocktails Time in Cuba*, *Partial Complex Seizure*, *Illuminating Veronica*, *Arrivals and Departures*, and *I Regret She's Made of Sugar*.

*Fizz* is directed by THE NEW's Artistic Director, Ricky J. Martinez with a stellar ensemble cast including THE NEW veterans Carlos Orizondo, Bill Schwartz, Aubrey Shavonn, Francesca Toledo, Tara Vodihn and Andrew Wind; making his New Theatre debut, Ozzie Quintana, joined by Scott Douglas Wilson, member of THE NEW's Apprentice/Internship Program. Returning to THE NEW is Production Stage Manager Vanessa L. Thompson; Set Designer: Ymarys Salomon; Costume Designer K. Blair Brown; Sound Designer Ozzie Quintana and THE NEW's Literary Manager, Steven A. Chambers will serve as the production team's Dramaturg.

**December 3 – 19, 2010**

**(Press Opening- Saturday, December 4)**

WARNING: The play contains smoking & adult content!

**Performance times:**

Performances are Thursday - Saturdays at 8 pm and Sundays at 1 pm.  
NO 8 pm performance on Saturday, December 18-- There will be a 1 pm on that day instead.  
Additional Sunday, 5:30 pm performance on Dec. 12 & 19

**Ticket information:**

Thursdays & Sunday evenings: \$ 35  
All other performances \$ 40  
Student Rush (under 25 with ID) Ticket: \$15  
at the door based on availability

**Subscription information:**

4 play Flexible Season Membership: \$ 140  
A SAVINGS of 25% off the regular ticket price.

**Location:**

New Theatre is located in Coral Gables, just one block from Village of Merrick Park at 4120 Laguna Street, Coral Gables, Florida 33146. Conveniently located off of US-1.

**Contact:**

For tickets, call (305) 443-5909  
Or visit [www.new-theatre.org](http://www.new-theatre.org)

**About New Theatre**

**Ricky J. Martinez, Artistic Director**  
**Eileen Suarez, Managing Director**

New Theatre was founded in 1986 and is dedicated to the development and production of new works. The theatre has brought the national premieres of more than 30 plays by early- and mid-career American playwrights to South Florida, including New Theatre-commissioned *Anna in the Tropics*, winner of a Pulitzer Prize for Drama.

New Theatre receives major season support from The City of Coral Gables, The Miami Dade County Department of Cultural Affairs, the Affairs Council, the Mayor, the Miami Dade County Board of County Commissioners, Florida Department of State Department of Cultural Affairs, and Hyatt Regency Coral Gables. Additional project support is received from Akerman, Senterfitt, WLRN, Funding Arts Network, The Burstein Family Foundation, Melvin C. and Nancy Morgenstern and The Manny & Ruthy Cohen Foundation, Citizens Interested in Arts, Miami Salon Group, The National New Play Network, The Edgerton Foundation, The Harold & Mimi Steinberg Charitable Trust, The Roblee Foundation and The Dramatists Guild Foundation.

New Theatre is a not for profit 501(c)3 organization registered with the Division of Consumer Services of the State of Florida.

*Thank you for your publication!*



## Season Line-up at a Glance

# 25<sup>th</sup> Anniversary Season 2010-2011 Season

***The Tempest***  
by William Shakespeare  
September 2 - 19, 2010

Stranded on a deserted island with his daughter, a usurped duke is granted his chance at revenge. By invoking a storm, he shipwrecks the man who ruined him. Also among the passengers is the young man who awakens his daughter's first stirrings of love.

***Jack Goes Boating***  
by Bob Glaudini  
Southeastern Premiere  
October 8 – 24, 2010

Laced with cooking classes, swimming lessons and a smorgasbord of illegal drugs, *Jack Goes Boating* is a touching and warmhearted play about learning how to stay afloat in the deep water of day-to-day living where date panic, marital meltdown, betrayal, and the prevailing grace of the human spirit abound.

***Fizz***  
by Rogelio Martinez  
Florida Premiere  
December 3 - 19, 2010

Gun-toting Southern belles, cocaine-loving Rockettes, and insane soda execs all take part in this based-on-a-true-story comedy about one of history's biggest flops – the creation of New Coke.

***TBA***  
January 28 - February 20, 2011

***The Radiant***  
by Shirley Lauro  
World Premiere  
March 25 – April 17, 2011

The tempestuous, dramatic life of Marie Curie, one of the world's first recognized woman scientists, whose discovery and isolation of radium earned her two Nobel Prizes and revolutionized science forever, as she ushered in "The Atomic Age" and the first cure for cancer.

***A Streetcar Named Desire***  
by Tennessee Williams  
May 20 – June 12, 2011

This modern classic follows the decline of a fading Southern belle and the sexy, beer-chugging barbarian responsible for her tragic fall.