

# @THE FAC NEWS RELEASE

Contact: Jorge Luis González at 413-545-4482 or [jlq@admin.umass.edu](mailto:jlq@admin.umass.edu)

## FOR IMMEDIATE RELEASE: March 10, 2011

- WHAT:** CIRQUE MECHANICS IN BOOMTOWN  
**WHEN:** Tuesday, March 22nd at 7:30 PM  
**WHERE:** Fine Arts Center Concert Hall  
University of Massachusetts Amherst  
**TICKETS:** Call 800-999-UMAS or 545-2511 for tickets or go online to <http://www.umasstix.com/>  
**IMAGES:** To download images relating to this press release please go online to <http://www.fineartscenter.com/centerwide/pressRoom/>

### CIRQUE MECHANICS RETURNS TO THE FAC WITH NEW SHOW

Cirque Mechanics will return to the UMass Fine Arts Center with its new show *Boom Town* on Tuesday, March 22<sup>nd</sup> at 7:30 PM in the Concert Hall. The show will transport audiences to the 1860s small frontier town of Rosebud, where two ambitious saloon owners have set up shop in the hopes of cashing in on the town's gold rush frenzy. The circus that ensues when they begin to feud for the townsfolk's patronage leads to a series of explosive events, exciting brawls, an unexpected romance, and a lucrative discovery.

*Boom Town* is inspired by early mining equipment and the spirit of adventure that brought prospectors and entrepreneurs alike out West searching for gold. The show features innovative and one-of-a-kind mechanical apparatuses that serve both as scenery and performance props. The performers climb swaying telegraph poles, dance on a swinging chandelier, fly high and fast on a revolving crane, flip and jump on moving ore carts, and balance on whiskey jugs.

As with Cirque Mechanics' previous production *Birdhouse Factory*, which enjoyed a sold-out house at the FAC last season as well as a successful run on Broadway, *Boom Town* will explore the relationship between man and machine. The show is already on the fast track to New York once again.

Cirque Mechanics was founded by Cirque du Soleil veteran and Boston native Chris Lashua in 2004, as a way to provide family friendly entertainment that encompassed his passion for the theater, the circus, history, and all things mechanical. Cirque Mechanics, based in Las Vegas, combines traditional circus disciplines with cirque elements to tell a "real world" story with theatricality. However, it is the design and exploration of innovative mechanical apparatus and the relationship between performers and machines that truly make Cirque Mechanics unique.

The Cirque Mechanics performance is one of the FAC's "Arts Give Back" events. Patrons are encouraged to bring items in support of the Valley's premier animal shelter. For a list of needs, please see Dakin's website at <http://www.dpvhs.org/>.

Cirque Mechanics tickets are \$35, \$30, and \$15; Five College/GCC/STCC and youth 17 and under are \$10. Tickets are available from the Fine Arts Center Box Office at 545-2511 or 1-800-999-UMAS, or on the secure Fine Arts Center ticket website at [www.umasstix.com](http://www.umasstix.com).

The company's Amherst performance is sponsored by Finck & Perras Insurance, Easthampton Savings Bank, *Disney FamilyFun* Magazine, Baystate Medical Practices, and 93.9 The River.

–END–

#### **CALENDAR LISTING**

#### **The UMass Fine Arts Center presents @ THE FAC Cirque Mechanics in Boom Town**

A jaw-dropping stage spectacular perfect for audiences of all ages. Set in a Gold-Rush era mining town, Boom Town features world-class circus stars from Cirque du Soleil and the Pickle Family Circus in evening full of lore, excitement, and wonders of the Old West.

**Tuesday, March 22nd, 2011 at 7:30 PM**

**Fine Arts Center Concert Hall**

**Tickets:** \$30, \$25, \$15; Five College/GCC/STCC students and youth 17 and under: \$10. Call 545-2511, toll-free at 800-999-UMAS or purchase online at [www.umasstix.com](http://www.umasstix.com).