

For Immediate Release  
March 15, 2010

Press Contact: Marilyn Langbehn  
510.548.3422 x118  
510.910.3129 cell  
mlangbehn@calshakes.org

**California Shakespeare Theater's *La Dolce Vita* is sold out;  
annual fundraising bash to host Bay Area luminaries at a  
Fellini-inspired evening of food, wine, and music**

**Online bidding begins for auction packages including  
one-of-a-kind vacation packages, unique entertainment events,  
and impossible-to-get dining experiences**

**Gala on March 20<sup>th</sup> honors Jonathan Moscone's 10<sup>th</sup> Anniversary as Artistic Director;  
proceeds to benefit Cal Shakes artistic and educational programming**

BERKELEY, Calif., March 15, 2010 – **California Shakespeare Theater** today announced that it is completely sold out for the company's fifteenth annual fundraising bash, ***La Dolce Vita***, to be held **Saturday, March 20, 2010 at 6pm at the Four Seasons Hotel San Francisco**. The evening, featuring a stellar gala committee led by honorary co-chairpersons **Ann & Gordon Getty** and **Barclay & Sharon Simpson**, is inspired by the classic Fellini film and will celebrate the "sweet theatrical life" of **Jonathan Moscone** as he embarks on his 10<sup>th</sup> anniversary as Cal Shakes Artistic Director.

Online bidding has begun for the majority of the auction catalog, which includes: golf at the legendary **Olympic Club**; an **abalone feed** served fresh in your home; lunch and tour for six at the **Napa Valley Reserve**, including wine tasting with Meadowood master sommelier Gilles de Chambre; a **rare bottle of A Hardy Cognac** valued at \$12,000; a seven-night stay at Casa Alegria in **Costa Rica**; an unforgettable dinner party for 20 at the legendary **Getty Mansion**; a private, two-hour walking tour of **Oliver Ranch**; a **day sail on the Bay to watch the Blue Angels**; trip to Seattle complete with **sky box tickets to a Seattle Sounders soccer game** where you'll party with the players and coaches; **two-night B&B package** at the Four Seasons San Francisco; **romantic three-night stay in Hawaii**; **VIP seats at Cirque du Soleil's Kooza** with airfare and hotel; a **walk-on role** in full costume and make-up designed by the Cal Shakes production team during our 2010 season; a **picnic and private sky-gazing** at St. Mary's Observatory; **backyard movie party** with 21-foot inflatable movie screen; and dinner at **French Laundry** with personal reservation service; to name but a few. Other live auction items not included in online bidding are stays at a **private, terraced estate in Italy** and a **16<sup>th</sup> century chateau in France's Loire Valley**.



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The Gala is at the core of the company's annual fundraising campaigns and over the years has garnered more than \$2.8 million in support of the Theater's artistic and education programming. The company's 2010 season begins June 2 with the world premiere of *John Steinbeck's The Pastures of Heaven*, adapted by Octavio Solis and directed by Artistic Director Jonathan Moscone.

*La Dolce Vita* online auction bidding is available now at [www.calshakes.org](http://www.calshakes.org); bidding is open through Friday, March 19, 2010 at 5pm.

For more information, call Special Events Coordinator Beth Sandefur at 510.548.422 x125 or visit [www.calshakes.org/gala](http://www.calshakes.org/gala).

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