

**FUSION Theatre Company**  
**700 1st St. NW**  
**Albuquerque, NM 87102**  
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**FOR IMMEDIATE RELEASE**

***Attention Must Be Paid!***

Albuquerque, October 6, 2008 – FUSION Theatre Company continues its **Drop Dead Gorgeous 2008-2009 season** with Arthur Miller's Tony and Pulitzer prize winning play, **Death of a Salesman**. Opening October 30<sup>th</sup> and directed by FUSION co-founder Jacqueline Reid, the production kicks off with an opening night reception at 6:30 p.m with curtain at 7:30 p.m. at The Cell Theatre.

In its tradition of fresh new stagings of American classics, FUSION Theatre Company brings Willy Loman to The Cell stage. In the climate of an election year, audiences once again can reflect upon and be engaged by Miller's great exploration of dreams and challenges that continue to weave their way through the fabric of our society.

*"Willy Loman is all of us. Or, rather, we are Willy Loman, particularly those of us who are writers, poets, dreamers; the yearning soul 'way out there in the blue.' Dreaming is required of us, even if our dreams are very possibly self-willed delusions... it seems evident that America has become an ever more frantic, self-mesmerized world of salesmanship, image without substance, empty advertising rhetoric, and that peculiar product of our consumer culture "public relations"—a synonym for hypocrisy, deceit, fraud. Where Willy Loman is a salesman, his son Biff is a thief. Yet these are fellow Americans to whom 'attention must be paid.' Arthur Miller has written the tragedy that illuminates the dark side of American success—which is to say, the dark side of us."*  
– Joyce Carol Oates

FUSION's production features a stellar local cast, starring professional Equity actors Laurie Thomas, Paul Blott, Ross Kelly, Bruce Holmes, and Jeff Pierce. Also featured are Ravenna Fahey, Michael Finnegan, John Hardman, Jared Herholtz, Carolyn Hogan, Wendy Scott, and Demetrio Vialpando. The talented design team features Richard Hogle, Brent Stevens, Cassidy Zachary, and Robyn Phillips.

*Death of a Salesman* continues through November 23rd with Thursday through Saturday performances at 7:30 p.m. and Sunday matinees at 2:00 p.m. For tickets and information call 766-9412 or go to [www.fusionabq.org](http://www.fusionabq.org). Tickets are \$25 for general admission, \$20 for students and seniors. Thursday performances (excluding opening night) feature a \$10.00 student rush (with valid I.D.) and \$18 actor rush (with professional resume.) A "pay-what-you-wish" matinee performance is offered on Sunday, November 2nd. Group discounts are also available. Free parking is plentiful. The Cell is located at 700 1st St. N.W. (just west of Broadway and south of Lomas.)

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