



# THE PRODUCTION POST

The World's Leading Fun Science Show Provider

ISSUE X



## Finally, Mad Science Presents the Wacky Side of Agriculture!

After countless requests by clients, Mad Science is developing an **exciting new show based on the science of agriculture**. Over the years the fair and exposition industry has expressed a need for educational family entertainment that meets their agricultural mandates. In response to this need, Mad Science Productions is working with industry experts on a live theatrical show that will explore the subject of agriculture using its brand of fun and interactive science.

**Premiering in spring 2003**, our Mad Scientists will use humor and cool science to demonstrate how agriculture affects our everyday lives. Audience volunteers will help Professor Pruvitt and Crash explore the innovations and inventions of food cultivation, and the fun science involved in life on a farm.

**Mike Bradley**, the Assistant General Manager of the **California Exposition and State Fair**, is confident that there is wide-spread demand for the new show: "Innovative entertainment based on agricultural science is long overdue at fairs. This concept will enhance the agricultural base of expositions that utilize this unique program."



### Book this great new show for your event now!

- **Our shows are a favorite with sponsors:** Leverage on available state sponsorships and attract new private industry sponsorship dollars with a unique and entertaining agricultural-based show.
- **Our show is flexible and suited to a variety of venues:** Our show will draw record crowds to your children's area, family entertainment stage, agricultural building or dedicated Mad Science stage.
- **Book more school groups with expanded, high-quality programming:** Add Mad Science to your existing educational tours.

**To guarantee your booking for 2003 secure your dates before September 2002.** To find out more about this exciting show product call 1-800-586-5231 ext. 120

## Show Sequel Premiere a Success

Mad Science has found a winning formula with the release of "Don't Try This at Home 2: **Newton's Revenge**." Like its predecessor, the sequel is an affordable show product that can be successfully presented in both indoor and outdoor venues. The show began two sold out tours in May with American premieres at **Six Flags Elitch Gardens** in Colorado and **Six Flags Great America** in Illinois.

By emphasizing interactive experiments and audience participation Professor Pruvitt and Crash are getting

audiences excited about the science of motion. **George Starostka**, Educational Marketing Representative for **Six Flags Elitch Gardens** in Denver, received favorable comments from educators who attended the show: "They were all very happy about how energetic and lively the actors were and how they involved the students and teachers from beginning to end."

The two sold out tours will make their way across North America over the next several months and wrap up late in the fall.



# Winter Tour Planning Underway

For fairs, festivals and parks operating from **January to April 2003**, now is the time to book a Mad Science stage show. Benefit from **early-booking discounts** by reserving one of our productions before August 31st, 2002.

**CALL NOW!**



Call 1-800-586-5231 extension #120 to find out about tour availability and routing discounts for next winter.



## Don't Take Our Word For It

Find out what our clients think about our stage shows and customer service. Call us for a list of references and speak directly with customers who can give you candid feedback about their Mad Science experience.

## Mad Science Productions Celebrates 6th Touring Season



We are proud to celebrate the beginning of our sixth touring season and would like to thank our clients for their continued support. Mad Science will keep developing new programming to provide its clients with entertaining, innovative and high-quality science shows for years to come.

## South Korea Launches Mad Science Stage Shows

The new South Korean licensee of two Mad Science stage productions began performances for capacity crowds at the National Science Museum in Seoul last March. The shows followed an intense month-long training and rehearsal period. Mad Science sent its Technical and Creative Directors to Korea for an extensive rehearsal process for "Don't Try This at Home" and "Taking the World by Storm." Both shows have been extremely well received by Korean audiences for the past few months attesting, once again, to Mad Science's international appeal.



"Professor Pruvitt" (left) looks on as "Crash" gets an audience volunteer to hypothesize about the outcome of an experiment.



The "Don't Try This at Home" show concludes as the audience takes the Mad Science Oath.



## See It For Yourself

If you haven't had the chance to experience one of our shows first-hand, we would like to send you a promotional package.

**Call 1-800-586-5231 Ext. 139**



[www.madscience.org/stageshows](http://www.madscience.org/stageshows)