

Press Call

Stop Rehearsals!

It's time for the shareholders' meeting.

Off Broadway musical offers stock options to cast and crew

October 20, 2011, 2:30pm – 4:30pm Little House on the Ferry Invites Members of the Press to:

- Shetler Studios 244 W. 54th St. NYC → Elevator to 12th Fl. → Walk up one flight to Penthouse Studio #1

Interviews/Content: Photography/Video of Off Broadway Actors in Dance Studio practicing and then called to shareholder meeting;
Interviews available from Producer, Director, Choreographer & Actors

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Little House on the Ferry is issuing shares to the whole company from the director, to the actors to the lighting designer. Robert Gould, a successful web entrepreneur and adjunct professor at NYU for business development, is now revitalizing the theater world as a producer. Gould believes that staff ownership of stock is the first step to developing **Little House on the Ferry, LLC** into a media company. With innovative ticketing ideas, television prospects, musical licenses and world-wide performances in the pipeline the Company looks to be a lot more than an one off – Off Broadway. The original book and music are not merely the meat of a groundbreaking Off Broadway musical, but corporate assets. With 90% of theater ventures losing money, Little House On The Ferry might be exactly what the industry needs; in Gould's words "with all that talent out there, and such inexpensive wages, something must be economically wrong with theater. This is a business."

Furthermore, the idea plays into the collaborative nature that theater embraces. Little House on the Ferry turns on its head the famous story of *A Chorus Line* where many of the dancers gave their stories for nominal consideration and got nothing from the millions in three decades of worldwide revenue. An actor with stock in a Company that owns the show has the incentive to do far more than show up, find his mark and deliver his lines. His financial interest in the show pushes him to promote ticket sales, generate publicity and fully be part of the team. A good review, a sold out house and suddenly the Stage Manager and the sound designer are looking at financial gains beyond their four week salary.

Gould, who summers in Fire Island, wrote up not just a script but a business plan as he instructs his students to do at New York University. Upon entering the field of producing, he was surprised by the commonly accepted practice in the field of a right of first refusal that compensates people with payments for performance of productions in the first year or two little further down the line: "While rights of first refusals may remunerate people in the short term, it leaves them in the cold if they help start a big Broadway hit."

Stock ownership by the whole cast crew is already paying off, seven weeks before opening night the show is already selling out performances, an unheard of proposition in this economy and with New York's notoriously tough and competitive theater scene "If we get a good review after opening night the value of everyone's shares will double faster than a social media dot com." Gould.

Synopsis: Little House on the Ferry is, at its club beating heart, a love story. It follows a group of friends in a share house one early summer weekend. At the center of the story is Randall who is looking to take his relationship with his older boyfriend Timothy to the next level. Joining them at the house is Donnie, the doting and wise House Mom, the ever-popular Max the muscle boy (played by Colton Ford), and their wide-eyed house guest Antonio. When Randall's old flame, Jake, turns up, hilarity and drama ensues. In the world of passionate affairs, meat racks, pain and vanity, what does it mean to be in love? Between Tea and sunrise, we might just find out with our Little House on the Ferry.

3 Week Run: November 3rd until November 20th Off Broadway at ATA. 314 W. 54th St. New York, NY

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