



FOR IMMEDIATE RELEASE
Sun Valley Museum of Art
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WHAT: **Company of Fools Cancels 25th Anniversary Season Amidst COVID-19 Concerns**
WHO: Company of Fools: a proud part of Sun Valley Museum of Art
WHERE: Liberty Theatre, 110 N. Main Street, Hailey, Idaho
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HAILEY, Idaho (July 2, 2020) — Company of Fools, the professional theatre arm of Sun Valley Museum of Art, announced today the cancellation of all programming for its 25th Anniversary Season due to ongoing COVID-19 pandemic health precautions, actor safety concerns and community feedback. The Fools will plan to reopen in 2021 with a full offering of live performance experiences.

“Sadly, we are facing a perfect storm,” said Company of Fools Producing Artistic Director Scott Palmer. “Not only are we facing serious restrictions on our work due to the ongoing health crisis, but also uncertainty from the union representing professional actors, clear indications from our patrons about their unwillingness to attend live theatre indoors, and significant loss of ticket income from reductions in ticket sales. As a result, we have made the extremely difficult decision to cancel our 25th Anniversary Season.”

The 25th Anniversary Season was scheduled to begin on September 9, 2020 with a production of Willy Russell’s award winning *Educating Rita*, followed by productions of *Bad Dates* by Theresa Rebeck in October, *The Importance of Being Earnest* in December, and *Balloonacy* by Barry Kornhauser and *The Gun Show* by E. M. Lewis in spring of 2021.

“We are heartbroken to not be able to bring theatre to our community until 2021—live theatre remains an integral part of Sun Valley Museum of Art,” said SVMoA Executive Director Christine Davis-Jeffers. “We remain focused on our future, more committed than ever to our mission, and motivated to keep bringing the arts *to you* in creative, engaging ways.”

Company of Fools will remain closed through the remainder of 2020 and early 2021 and plan to resume its award-winning theatre programming for the 26th Season in July 2021.

“During this closure, CoF and SVMoA leadership will do a deep dive into how best to re-open Company of Fools in 2021,” Palmer said. “We are laser-focused on how to ensure The Fools return for our fans and audiences.”

Patrons who have purchased tickets for any of the plays CoF had scheduled for the 25th Season can contact the box office at 208.726.9491 to discuss refund and donation options.

“I strongly encourage all of our Foolish fans and family members to consider making a donation to CoF at this extremely challenging time,” said Palmer. “We are going to need resources during our dark time—to maintain The Liberty Theatre, to support our staff, and to be ready for the Fools return in the summer of 2021. Your support is crucial.”

To support Company of Fools and stay up-to-date on SVMoA and Company of Fools news, please visit svmoa.org/company-of-fools.

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VISUALS AVAILABLE UPON REQUEST

For more information on this program or upcoming programs, please contact Sun Valley Museum of Art at 208.726.9491, information@svmoa.org, or visit our website svmoa.org.

Sun Valley Museum of Art is located at 191 Fifth Street East in Ketchum, Idaho, the Hailey House and Classroom are located at 314 South Second Avenue, Hailey, and Company of Fools is located in the Liberty Theatre at 110 North Main Street, Hailey. The Museum's hours are 9 a.m.–5 p.m. Monday through Friday year-round and 11 a.m.–5 p.m. on Saturdays in February, March, July and August.

Nonprofit Sun Valley Museum of Art (SVMoA), formerly Sun Valley Center for the Arts, has nurtured curiosity, sparked conversation and engaged the Blaine County community since 1971. Accredited by the American Alliance of Museums, SVMoA reaches an annual audience of 40,000 with its mission to enrich the community through transformative arts and education experiences. SVMoA's diverse programming includes Company of Fools professionally-produced theatre, visual arts exhibitions, lectures, concerts, classes, performances, play readings and BIG IDEA multidisciplinary projects. SVMoA enhances K–12 arts education in local schools with elementary school theatre education, student exhibition tours, professional artist residencies, arts-based classroom enrichment projects, and student and teacher scholarships. To learn more about Sun Valley Museum of Art and Company of Fools, explore upcoming events, become a member, or get involved, visit svmoa.org.