NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact:
Maryann Stracuzzi
maryann@lorettalaroche.com
(508) 746-3998 x10

Jennifer Monac
jmonac@plimoth.org
508-746-1622, x8206

Linda Pendergast-Savage
Pendergast Consulting
lpendergastsavage@comast.net
508-224-7905

Plymouth Rock Comedy Festival Presents ‘Art of Laughter’ Gala Event
to Benefit Plimoth Plantation

News Anchor Susan Wornick to Emcee Evening; Present Award to Acclaimed Film Producer Kris Meyer

PLYMOUTH, Mass. -- June 21, 2010 -- Loretta LaRoche Productions, Inc. announced today that it will be hosting a gala benefit, The Art of Laughter – an Intimate Evening with Loretta LaRoche and Film Producer Kris Meyer, on Tues., July 6th at 7:00 p.m. at Plimoth Plantation in Plymouth, Mass. The event kicks off the first annual Plymouth Rock Comedy Festival (PRCF) – A week long comedic festival taking place in America’s hometown, July 5-10, to celebrate humor and the art of film-making. All proceeds from the event will go directly toward Plimoth Plantation’s educational programs, which provide unique
perspective on history for students and teachers around the world about life in the 1600s. Guest host, Susan Wornick of WCVB–TV Channel 5 will emcee the evening, presenting Hollywood film producer Kris Meyer with the Ruffled Feather Excellence in Film Award, an award developed by Loretta LaRoche productions that recognizes a talented individual who has positively ruffled the feathers of the world through humor and creativity. Meyer has produced or co–produced major films, such as Fever Pitch, The Heartbreak Kid, On Broadway, Me, Myself and Irene and others.

Internationally acclaimed humorist, Loretta LaRoche, will also host the event and share her humorous wit and wisdom with guests. As a speaker, author, consultant, stress management expert and PBS star, LaRoche will conduct a personal, interactive discussion with guests. There also will be a question & answer session with LaRoche, as well as with Meyer, emceed by Wornick.

Adding to the evening of humor, enlightenment and entertainment will be a performance of Wampanoag hand drums, as well as a visit by one of Plimoth Colony’s light–hearted Pilgrim Colonists.

“Throughout history, humor has been a source of entertainment and amusement, but it’s also been a way to relieve tensions, using laughter as a catalyst to bridge cultural differences and bring people together in a fun and meaningful way,” said Richard Pickering, Plimoth Plantation’s Deputy Executive Director. “We are thrilled to be partnering with Loretta LaRoche Productions on this fun evening of entertainment that puts comedy at center stage. “

“The gala event at Plimoth Plantation promises to be a truly entertaining and memorable evening, filled with the ‘whose who’ of entertainment, community service and business throughout the South Shore and beyond,” said Loretta
LaRoche Productions Owner and Festival Founder, Erik Christensen. “For those of us who have been touched by Plimoth Plantation – through school field trips, vacations with the family or through an ongoing love of learning about the earliest days of our history, support of the event hopes to raise much-needed funds to keep educational programs growing for the next generations.”

For more information on Plimoth Plantation and how to donate to the gala event, please visit the website at www.plimoth.org. For tickets and more information on the Plymouth Rock Comedy Festival please visit www.PlymouthRockComedyFestival.com Join our mailing list, check out sponsorship opportunities, purchase tickets and see a complete festival schedule.

###

About Plimoth Plantation

Plimoth Plantation is a living history museum dedicated to the Native Wampanoag and Colonial English of 17th century Plimoth Colony. The museum is a private, non-profit, educational institution supported by admission fees, contributions, memberships, function sales and revenue from our dining programs/services and museum shops. Plimoth Plantation is a Smithsonian Institution Affiliate and receives support from the Massachusetts Cultural Council, The Federal Institute of Museums and Library Services, The National Endowment for the Humanities, private foundations, corporations, and local businesses. For more information visit: www.plimoth.org.

About Plymouth Rock Comedy Festival

Plymouth Rock Comedy Festival was founded by Loretta LaRoche Productions for the love of capturing and celebrating the gift of laughter, which Empowers, Enlightens and Entertains a community. The PRCF stitches together the best of
Stand –Up Comedy and Independent Comedic Short film–making talents and showcases them in unity in Plymouth, Mass. The PRCF is working in partnership with many outstanding Plymouth venues to benefit Plimoth Plantation and Project Joy, an organization that works to strengthen children through play, and dedicated to the healthy development of the nation’s poorest and most vulnerable children.

About Loretta LaRoche Productions
Since being founded in 1998 by Erik Christensen, Loretta LaRoche Productions (LLP), an events production company, is committed to leveraging performing arts to empower, entertain and enlighten audiences. LLP clients have included Fortune 500 companies, as well as well-known and aspiring performers. The company has built a reputation throughout North America for precision and focus when finding the right keynote speaker or entertainer for any event or budget. It focuses on three individual divisions: a Speakers Bureau, Concert Productions and Event Planning which includes fundraising, festivals and business expos.