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New Entertainment News is the Southwest's monthly media source for "new" news deserving of arts & entertainment press coverage. Contents include tips, stories and calendar listings for your immediate use. To obtain electronic or full-length versions of any stories herein, please call us at 480-377-9366. Thanks!

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**Center Stage** \_\_\_\_\_**The 10<sup>th</sup> Annual Shakespeare Festival**

A decade of Bardly goodness! The 10<sup>th</sup> annual Arizona Shakespeare Festival hits the stage July 20 thru Aug. 5 at the Ruth Street Theater in Prescott. To mark this anniversary, the state's premiere Shakespeare troupe will present two of Shakespeare's best known works: the broody tragedy Othello and the spritely comedy A Midsummer Night's Dream.

Set in the midst of the current Iraqi war, Othello examines the dire consequences of jealousy, intolerance, betrayal and racism. The original relationship between Othello and Desdemona is reexamined in a modern context under the Army policy of "Don't Ask, Don't Tell" by changing Desdemona to Desmond and making Othello and Desmond a homosexual couple. This show is for mature audiences and contains adult situations, language and violence.

In contrast, A Midsummer Night's Dream celebrates the 1960's counterculture by bringing together bikers, hippies and "squares" in a riotous collision of color, movement, music and comedy.

Tickets are \$15 adults, \$10 seniors/ students, and children 12 & under are free. Special panel discussion of Othello on Sunday, August 5, 4:30pm at the Ruth Street Theater, free to the public.

Call 928-443-9220 or visit [www.azshakes.com](http://www.azshakes.com) for all the details.



arizona  
shakespeare  
festival





## More info

Information for **New Entertainment News** is provided by clubs, promoters, entertainers, media companies and others. For more information, call the numbers provided ...or contact this newsletter.

## Just the Fax

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Marketing Edge  
Southwest  
P.O. Box 26427  
Tempe, Arizona 85285

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## Rotations

### Jim Adkins Keeps It Local

Joining the ranks of important Arizonans like Representative Harry Mitchell and Attorney General Terry Goddard, Jim Adkins — the vocalist/guitarist of Jimmy Eat World — has taken the pledge to buy locally for Independents Week. A native of Mesa, Adkins is an eager supporter of the community that nurtured his rise to national fame.

By taking the “Local First Arizona Pledge” and visiting the new [www.localfirstaz.com](http://www.localfirstaz.com) website, visitors were able to download a “Golden Ticket” worth 20% off at participating Local First Arizona member businesses. Adkins joined customers in carrying the ticket as they shopped, dined and bought locally during Independents Week.

Arizona Chain Reaction and Local First Arizona encourage individuals to take the Indie Challenge year ‘round; to explore our community’s independently-owned businesses by shopping “local” whenever they can. That includes destinations like Changing Hands Bookstore, The Phoenix Zoo and Stinkweeds Record Exchange, so how can you go wrong?

For more information, visit [www.localfirstaz.com](http://www.localfirstaz.com)



Jimmy Eat World takes the pledge to buy local!

## What’s The Buzz

### Maui Wowi Chandler Opening



The East Valley’s first full-scale Maui Wowi Hawaiian Coffees & Smoothies location is opening on the SW corner of Ray Road and the 101, and they’ll be making quite a “splash” with plenty of Aloha Spirit during a ribbon cutting celebration Fri., July 27 (9am to 10:30am) and a Grand Opening all day Sat., July 28.

The public is invited to enjoy festivities featuring free samples, cool discounts and hourly chances to win beach goodies. All customers who enter will also receive 15% off Hawaiian products. Ongoing fun will include performances by Polynesian Dancers along with plenty of percolating island rhythms and an in-store appearance by Arizona’s own country music sensation, Rhonda Towns from noon to 2pm.

Riding a wave of mainland success for its healthy-yet-heavenly beverages, Maui Wowi Hawaiian Coffees & Smoothies is now ready for the East Valley, and vice versa. This new Chandler location, in The Park complex, will feature Maui Wowi Hawaiian’s delectable rainbow of world-famous delights. For more information, visit [www.mauiwowi.com](http://www.mauiwowi.com).



## OurPolicy

Participants must authorize all items before they appear in this newsletter, as well as assume full responsibility for their accuracy.

*New* **Entertainment** *News* reserves the right to refuse items that are potentially false, libelous, injurious to another party or unsubstantiable.

## What's Cool This Summer!

July 20-Aug. 5

Arizona Shakespeare Festival  
Ruth Street Theater  
Prescott, AZ  
Tickets are \$15 adults, \$10 seniors/students  
Children 12 and under are free  
Info: 928-443-9220 or [www.azshakes.com](http://www.azshakes.com)

Sat., July 28

Maui Wowi Chandler Grand Opening, 7am-close  
3225 W. Ray Rd. Chandler, AZ  
Prizes, samples, contests and an appearance by  
Arizona's country music sensation, Rhonda Towns  
Info: [www.mauiwowi.com](http://www.mauiwowi.com)

Thurs., Sept. 6



House of Tricks 20<sup>th</sup> Anniversary  
House of Tricks (114 E. 7<sup>th</sup> Street, Tempe)  
RSVP for tickets: 480-968-1114  
Info: [www.houseoftricks.com](http://www.houseoftricks.com)

Sat., Sept. 15

Rhonda Towns Concert, 7:30pm  
Chandler Center for the Arts  
250 N. Arizona Ave.  
Chandler, AZ 85225  
480-782-2680  
Info: [www.rhondatowns.com](http://www.rhondatowns.com)



Rhonda Towns