



FOR IMMEDIATE RELEASE

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MACLA presents **'57 Chevy**
A West Coast Premiere Theater Performance
Starring Ric Salinas | Written by Cris Franco | Directed by Valerie Dunlap

CALENDAR LISTING

'57 Chevy — West Coast Premiere starring Ric Salinas of Culture Clash. **'57 Chevy** is the hilarious one-man comedy that chronicles the misadventures of "double immigrants" in search of opportunity and the American dream!

Thursday- Saturday, March 10-12, 2016, 8pm

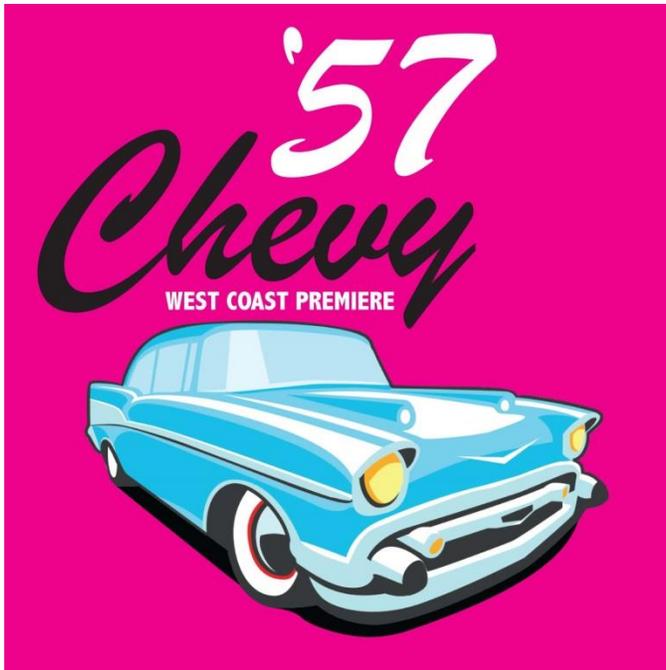
Sunday, March 13, 2016, 2pm

MACLA, Castellano Playhouse, 510 South 1st Street, San José, CA 95113

Tickets: \$15 advance online | \$20 at the door | \$10 student with ID

57chevy.eventbrite.com / (408) 998-ARTE

Information: maclaarte.org/performing-arts



January 29, 2016 (San José, CA)—
MACLA/Movimiento de Arte y Cultura Latino Americana presents the West Coast Premiere of **'57 Chevy**, a theater performance written by Cris Franco, directed by Valerie Dunlap, produced by the Latino Theater Company and starring Ric Salinas.

Ric Salinas, of the ground-breaking comedy troupe Culture Clash, stars in **'57 Chevy**, a solo performance written by Emmy winning Cris Franco. A cheeky memoir about being a "double immigrant," **'57 Chevy** tells the story of Cris and his family moving from Mexico to South Central Los Angeles, then from South Central to the San Fernando Valley.

Cris' Dad first comes to the United States from Mexico, without his family, as a skilled mechanic who can repair any car. He saves his money and pays cash for an immaculate '57 Chevrolet: a thing



of beauty, a work of art, a masterpiece of engineering. It is a symbol of American excellence; a symbol of hope for a better future, enhanced by boundless optimism. While on break from his job, Dad drives to Mexico and collects the rest of the Franco family.

Cris spends most of his early childhood in South Central — back then a happy wonderland of cultural diversity (from his very young perspective). Suddenly his father, achieving upward mobility, uproots the clan and moves the family to “Same Fernando Valley,” where everything and everyone is the same, except for the fact that Cris is the only Mexican boy in his new neighborhood. He’s in for a culture shock.

'57 Chevy takes the audience for a ride as Cris grows up with his sisters, friends, cousins, his Mom, and most especially with his Dad, who teaches his son that “life is work and work is life.” It’s a large and loving family, and *'57 Chevy* is filled with fun, warmth, wit and humor, ensuring a feel-good experience for all audiences.

SELECTED REVIEWS

LA Weekly/November 2015: “Ric Salinas is magnetic as he rides to the American Dream in *'57 Chevy*... Profoundly satisfying.”

LA Times/November 2015: “Critic's pick”

ABOUT THE ARTISTS

RIC SALINAS portrays the entire gallery of characters in *'57 Chevy*. As a founding member of the famed and acclaimed trio Culture Clash, he has collaborated on the writing and performance of seventeen productions, among them *Chavez Ravine*, *Water and Power*, *A Bowl of Beings*, *The Mission*, *Culture Clash in AmeriCCa*, and more. He recently completed a successful national tour as the star of *Placas: The Most Dangerous Tattoo*. As of this writing, he is currently an Ovation Award® nominee for a revival of *Chavez Ravine*.

CRIS FRANCO, the playwright and memoirist, is best known for his work on television. He is the winner of three Los Angeles Area Emmy Awards. Programs for which he has written include *East Los High*; *God, the Devil and Bob*; *The Cris Franco Show*; *California Connected*; *Life and Times*; *The Puzzle Place*; *Square One Television*; *Café California*; *Al dia con Maria Conchita*; *El Show de Paul Rodriguez*; and more. He is also a producer, director and actor.

VALERIE DUNLAP directs *'57 Chevy*. In addition to being a director, she is also a choreographer, songwriter and playwright.

ABOUT THE PERFORMANCE

This West Coast Premiere of *'57 Chevy* was organized by MACLA. MACLA is a Partner of the National Performance Network (NPN). *'57 Chevy* is a National Performance Network (NPN) Creation Fund Project co-commissioned by MACLA in partnership with Brava Theater Center, MECA (Multicultural Education and Counseling Through the Arts) and NPN. The Creation Fund is supported by the Doris Duke Charitable Foundation, Ford Foundation, and the National Endowment for the Arts (a federal agency). Major contributors of NPN also include the MetLife Foundation and the Nathan Cummings Foundation. For more information: nnpweb.org.

This project is supported by: The Knight Foundation, The William and Flora Hewlett Foundation, the National Endowment for the Arts (a federal agency), and National Association of Latino Arts and Cultures. Southwest is



the official airline of MACLA. Additional support provided by the Adobe Foundation, Applied Materials, ArtPlace America, Bank of America, the Castellano Family Foundation, the James Irvine Foundation, SV Creates, a Cultural Affairs grant from the City of San José, the David & Lucile Packard Foundation, and MACLA donors.

Actors' Equity Association (AEA), founded in 1913, represents more than 49,000 actors and stage managers in the United States. Equity seeks to advance, promote and foster the art of live theatre as an essential component of our society. Equity negotiates wages and working conditions, providing a wide range of benefits, including health and pension plans. AEA is a member of the AFL-CIO, and is affiliated with FIA, an international organization of performing arts unions. The Equity emblem is our mark of excellence. actorsequity.org

ABOUT MACLA

Founded in 1989 as the result of a broad community mobilization in the City of San José and nationwide on behalf of multicultural arts, MACLA has promoted, since its inception, a vision of arts programming as a vehicle for civic dialogue and social equity.

A hybrid urban arts space located in downtown San Jose and rooted in the Chicano/Latino experience, MACLA intersects many communities, cultures, and aesthetic approaches. The participation of Latino and non-Latino audiences has been a distinctive feature of MACLA since its inception.

More than 30,000 children, youth, young adults, families and community residents participate in the 50 programs MACLA produces each year in four core program tracts: visual arts; performance and literary arts; youth arts education; and community development through the arts. MACLA is committed to emerging Latino artists and audiences.

Image credit: Ruben Dario Villa from Fúchila Fresheners