



Pasadena Playhouse Hosts Homeboy Industries Tonight at TWIST

[Back to the Article](#)

by BWW News Desk



The [Pasadena Playhouse](#) ([Sheldon Epps](#), Artistic Director and [Stephen Eich](#), Executive Director) announced today that tickets for

TWIST - An American Musical, will be sponsored to host the clients and staff from Homeboy Industries at tonight's performance. As a part of The [Pasadena Playhouse](#)'s outreach efforts, Homeboy Industries will also be offering their products for sale and providing information about the services and programs they provide.

Homeboy Industries is the living example of "nothing stops a bullet like a job." Homeboy Industries assists at-risk, formerly gang-involved youth and the recently incarcerated to become contributing members of our community through a variety of services in response to their multiple needs. Their free programs - including counseling, education, tattoo removal, job training and placement - enable young men and women to redirect their lives and provide them with hope for their futures.

Begun in 1988 as a simple jobs program within Dolores Mission parish, Homeboy Industries has become a national model for successful gang intervention, a place where former gang members have a second chance at life, and for too many, a truly first chance. Homeboy Industries has had a tremendous impact not only on Los Angeles' gang problem, but also on the very perception of gangs and gang intervention. Gang affiliations are left outside as rival gang members work shoulder to shoulder learning the mutual respect that comes from shared tasks and challenges. Homeboys Industries' businesses include: Homeboy Bakery, Homegirl Café & Catering, Homeboy/Homegirl Merchandise, Homeboy Silkscreen & Embroidery, Homeboy Farmer's Markets and the newly launched Homeboy Diner which has opened within Los Angeles City Hall last week. However, at its heart, the true business of Homeboy Industries is not business -- it is the fostering of a community of kinship, "gang rehab", a therapeutic place where former gang members, recently released, at-risk, and those cast aside are given what they need to return to society, whole, healed and resilient. The "bottom line" for Homeboy is to infuse hope in those for whom



hope is foreign. And hope is a job.

"TWIST is all about overcoming challenges with the support of community, and thriving by ingenuity, hard work, and tenacity," stated Artistic Director [Sheldon Epps](#). "Given that, it is so fitting that [The Playhouse](#) has the honor of hosting this group of people whose work is so completely tied to the themes and messages of this show. Our theatre is also about the tremendous advantages of building communities through our work on the stage and through education. It is a great honor to share those goals with Homeboy Industries and to celebrate our common desires."

"We are grateful for this partnership with The [Pasadena Playhouse](#)," Homeboy Industries founder Father Greg Boyle. "Our Homeboy community is always eager to participate and have experiences like seeing TWIST. It is an opportunity for everyone to enjoy a fun evening and find out more about the arts and what is available in Los Angeles."

TWIST - An American Musical is a timely adaptation of [Charles Dickens'](#) classic novel with a contemporary score, set in New Orleans on the eve of the Great Depression. TWIST tells the story of a young orphan boy born of a courageous white mother and an incredibly talented black father, who navigates the colorful and sometimes rough waters of street life and racial indifference in his quest to find his family and to find love.

This heartwarming family musical features a book by Tony Award-nominee [William F. Brown](#) (Broadway's *The Wiz* - winner of seven Tony Awards) and Tina Tippet, music and lyrics by Grammy Award-winner Tena Clark ([Natalie Cole's](#) *Still Unforgettable*), and music by Gary Prim (songwriter for [Dionne Warwick](#) and CeCe Winans). Golden Globe and multi-Emmy Award-winner [Debbie Allen](#) (Broadway and the West Ends' *Cat on A Hot Tin Roof* - 2010 Olivier Award for Best Revival of a Play and TV's "Fame") is set to direct and choreograph the new musical. TWIST is presented in association with TAM Producing Partners - Skyline Pictures (Michelle Seward & Dror Soref), Edgework Productions ([Willette Klausner](#)), and GGE Live ([Gary Goddard](#) & [Forbes Candler](#)). The production will play through July 17, 2011 with the official press opening on Sunday, June 26, 2011 at The [Pasadena Playhouse](#) (39 S. El Molino).

TWIST will play at The [Pasadena Playhouse](#) from now through July 14, 2011 with the official press opening on June 26, 2011. The [Pasadena Playhouse](#) is located at 39 South El Molino Avenue in Pasadena. The performance schedule is Tuesday through Friday at 8:00 p.m.; Saturday at 4:00 p.m. and 8:00 p.m.; and Sunday at 2:00 p.m. and 7:00 p.m. Please note that there will be two Wednesday matinees scheduled on July 6 and July 13. The Tuesday evening performances on July 5 and July 12 have been cancelled. Regular ticket price range is from \$39.00 - \$69.00, with Premium Seating available for \$100.00. All preview performances are \$10 off the regular ticket price (except Premium Seating). Rush tickets are available for \$20.00 one hour prior to the performance time and are subject to availability. Rush tickets must be purchased at The [Pasadena Playhouse](#) Box Office. Tickets are available by calling The [Pasadena Playhouse](#) at 626-356-7529 or by visiting The [Pasadena Playhouse](#) Box Office, Monday from 12:00 p.m. - 5:00 p.m. and Tuesday - Sunday from 12:00 p.m. until 6:00 p.m. during non-performance dates and Tuesday - Sunday from 12:00 p.m. - 8:00 p.m. on performance dates. The box office is closed on holidays. Tickets are available 24 hours online at [www.PasadenaPlayhouse.org](#). Group Sales (8 or more) are available by calling 626-921-1161. For additional information visit [www.PasadenaPlayhouse.org](#) or [www.TwistTheMusical.com](#).