

For immediate release. May 27, 2013, Grapevine, TX

It's Not Your Grandmother's Musical, But It Might Be Your Mother's Music

“BAM!”, an original musical theatre production by Grapevine resident Marshall Such, Austin musician Zack Weber and NYC songwriter Larry Nachsin, based on Shakespeare's comedy, “Much Ado About Nothing,” is using crowd-sourcing site Kickstarter to fund the filming of a staged production at Grapevine Faith Christian in July. According to Such, “The idea is to create musicals accessible to everyone with an engaging story and really good music.”

You gotta hear this, man! Stealing the genius of Shakespeare and adding original music in the styles of the 60's, BAM! has Texas twang, bobbling British Bobbies, an evil half-sister and two twisted love stories. Rather than taking the traditional route of mounting a live production to run over several weeks with limited viewership, Such has founded TradRad Pictures in order to film live original stage productions for download or on DVD so they can be seen by a wider audience. Musical theatre junkies, “High School Musical,” fans, and a younger audience are the target of this venture. “BAM!” is the first of what he hopes to be many such shows – his own and those of other like-minded writers and composers.

It's not his first rodeo. Such and lifelong friend Stephen Taylor wrote and produced “Radio! The Musical” in 2002 at the Palace Arts Center in Grapevine in partnership with WBAP and the City of Grapevine. The show featured area radio personalities such as Mark Davis, Hal J and Gary McNamara along with local actors. That experience and the success of the show whetted his appetite for more. Times have changed and traditional sources of funding are being replaced by crowd-sourcing, allowing entrepreneurs to reach a broader funding base and give a variety of individuals a stake in the project.

“BAM!” will star singer-songwriter-actor Zack Weber who is currently touring with Spasmatics and has opened for Sara Bareilles and John Mayer among others. Local actors in the production include Faith Christian graduate Jessica Cope, GHS student Laura Renfro and CHHS English teacher Brian Brissman.

For further information, please contact Marshall Such @ 817-481-4453 or marshall@tradradpictures.com.

<http://www.tradradpictures.com>

<http://www.kickstarter.com/projects/1787966139/the-bam-musical-production>

<http://www.ljnmusicandsound.com>

<http://www.zackweber.com>