



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Two Birmingham Comedy Power-Houses Unite to Up the Comedy Ante in the Southeast *The Stardome Comedy Club and Positively Funny Improv*

Stop me if you have heard this one before. A well-renowned comedy club and a powerhouse Improvisation comedy company walk into a bar... This is no joke. As of April 1, 2016, The StarDome in Hoover is partnering with Birmingham's very own Positively Funny Improv to bring a weekly offering of comedy made-up on-the-spot to The StarDome's Broadway Room.

At a time when Judge Roy Moore is proclaiming marriage is between one-man and one-woman, this truly non-traditional marriage between these two comedy powerhouses will send the Judge running for the hills. "The partnership between our two organizations is such a natural fit," commented Bruce Ayers, owner and General Manager of Hoover's famed StarDome. "The StarDome has a 33-year history as a leading comedy entertainment venue. Partnering with the widely-recognized name of Positively Funny Improv allows the Stardome to expand our comedic offerings to include not only top-notch stand-up comedy, but also the much-loved comedy style of live Improvisational comedy."

In the style of the ever popular "Whose Line Is It Anyway?" PFI's troupe of talented comedic actors fully improvise each of its energetic shows, heeding audience suggestions to fuel an ever-changing roster of family-friendly laughs. During each performance, audience members proffer comedic proposals and then sit back to watch these skilled joke-smiths swiftly spin submissions into a slate of complete new material. Lots of audience participation adds to the on-stage comedy. The PFI performances are not only funny, but is also family friendly following the guidelines of prime-time television.

The cast of Positively Funny Improv herald from some of the best known Improvisation houses in the country, including The Second City in Chicago, SAK Comedy Lab in Orlando and The Groundlings in Los Angeles. Other main-stage talent grew up in PFI's very own Comedy Institute – a comedy training center.

"We are thrilled to have The StarDome as our permanent main-stage home," stated David Grissom, founder and Chief Creative Officer for PFI. "PFI has been performing weekly shows for over four-years in the Lakeview entertainment district in Birmingham. With The StarDome as our new main-stage home, our Lakeview venue will transition into a different flavor of PFI's comedic offerings with our much-beloved ensemble cast on stage at The StarDome each week."

The StarDome is soon undergoing a complete renovation with major upgrades in their facilities and operational capabilities. The greatly enhanced StarDome theatre is slated to re-open April 1, 2016 with Positively Funny Improv starting in their new home on Thursday, April 7th, 2016. "Birmingham has been our home since 1983 and we feel that our loyal fan-base deserves the best there is in an entertainment venue," Ayers explains. "Our complete overhaul is going to provide just that. A beautiful, re-energized space with long desired changes in our seating configurations and a huge up-tick in our service and

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operational aspects. Then to top it all off with live Improvisation comedy each week, our guests could not ask for anything more.”

Positively Funny Improv will perform each Thursday at 7pm in the Broadway Room inside The StarDome. Tickets are available on The Stardome website (www.stardome.com), by phone at 205.444.0008 or at the Box Office. Tickets will also be available at the door on show nights, though seating capacity is limited. General admission is \$12, and food and will be available prior to and during the performance. Group sales for special events are also available. With advance notice, PFI will pay a special tribute to your honoree for a birthday, anniversary or office party. “We have special performance games that we love to play with an event’s guest-of-honor in the starring role,” noted Grissom. “Your friends and family will be laughing for month’s to come.” A video of the special guest appearance is made available to the honoree.

In addition to their highly successful weekly performances, PFI also brings the funny to private events across the southeast region. But PFI is more than just an entertainment company, as it is also an educational company that offers corporate training to companies through its Improv-based training using a principle known as “Laugh-While-Learning.” PFI works with some of the major employers in the greater Birmingham area on such topics as communications, team-building, leadership and creative thinking. “We look forward to partnering with the StarDome to bring our corporate training workshops to this exceptional venue,” commented Grissom.

Visit the Positively Funny, Inc. website at www.positivelyfunnyimprov.com for more information. You can also visit The Stardome theatre’s website www.stardome.com for more information.

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About The Stardome Comedy Club

The StarDome, the Number One Comedy Club in the country, was opened in 1983 by Bruce Ayers, well-known Birmingham business entrepreneur. This full-service comedy theatre has been home to many of the famed names in stand-up comedy, including Steve Harvey, Tim Allen, Sinbad, Kevin Hart and the late Mitch Hedberg.

Awarded the 2013 “Best of Birmingham” award by Birmingham Magazine, The StarDome is family-owned and operated with Bruce at the helm. With his wife, Che Che Ayers, at his side Bruce provides Birmingham audiences top-notch entertainment and excellent customer service keeping the laughter flowing in Birmingham. Bruce’s daughters also help oversee the theatre’s operations with Gina Zimmerman serving as Accounting Manager and Dena Dow in the role of Marketing Director.

The StarDome theatre opened in its present location in Hoover in 1993. The 420 seat theatre is opened 6 nights a week with a full-service restaurant and bar, the main-stage theater and The Broadway Room which provides entertainment in a more intimate setting.

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For more information, visit www.stardome.com or contact Bruce Ayers at 205.444.0008.

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About Positively Funny Inc.

Positively Funny, Inc. is a professional Improvisation company based in Birmingham, Alabama, founded in July 2010. The company provides public entertainment through regularly scheduled venues in the area. The troupe appears weekly on Tuesdays at The Rare Martini in Birmingham’s Lakeview District, and recently celebrating its three-year milestone at that venue.

In addition to public performances, PFI performs for private events, corporate events, and conventions/tradeshows. PFI also provides corporate training using a Improv-based teaching principle known as “Laugh-While-Learning.” Classes in Improvisation, comedy writing, and stand-up comedy are also offered by PFI.

For more information, contact David Grissom, Chief Creative Officer, Positively Funny, Inc. at 888.492.8197 or dgrissom@positivelyfunnyinc.com.