

February 12, 2009
FOR IMMEDIATE RELEASE
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Brian Feldman, AmwayShakes@brianfeldman.com, DM or [@AmwayShakes](https://twitter.com/AmwayShakes)



Who: [Amway Shakespeare Opportunity](#) (2009 Inaugural Season) Taking Shakespeare To The Next Level.

What: *Twitter of the Shrew* - adapted for Twitter by [@BrianFeldman](#) from the classic comedy attributed to William Shakespeare, with additional material by [@irenelpynn](#), is a Twitter adaptation of [The Taming of the Shrew](#) (1590-1594). Spanning 19 Twitter accounts and presented over 12 days (one scene daily), *Twitter of the Shrew* attempts to live up to Shakespeare's "Brevity is the soul of wit" proverb, by condensing the play's iambic pentameter dialogue down to updates of 140 characters or less. "It's a great idea!" says Austin Tichenor of The [Reduced Shakespeare Company](#) ([@reduced](#)). For those who don't yet exist in the Twitterverse, Twitter is that crazy-popular, social networking and micro-blogging service that allows its users to send and read other users' updates (otherwise known as tweets). *Twitter of the Shrew* is not sanctioned, endorsed or sponsored by [Twitter, Inc.](#)

When: 14 - 25 February 2009 (GMT-5): One Scene Daily

Where: <http://twitter.com/AmwayShakes> and 19 additional *Twitter of the Shrew* character accounts:

ShrewKate / **Katherine Minola** / <http://twitter.com/ShrewKate>
PetruccioV / **Petruccio** / <http://twitter.com/PetruccioV>
Grumio / **Grumio** / <http://twitter.com/Grumio>
VeronaCurtis / **Curtis** / <http://twitter.com/VeronaCurtis>
Hdasher / **Haberdasher** / <http://twitter.com/Hdasher>
Tailor4Petruc / Petruccio's Tailor / <http://twitter.com/Tailor4Petruc>
BiancaMinola / **Bianca Minola** / <http://twitter.com/BiancaMinola>
BaptistaMinola / **Baptista Minola** / <http://twitter.com/BaptistaMinola>
Lucenti0 / Lucentio / <http://twitter.com/Lucenti0>
Cambi0 / Cambio / <http://twitter.com/Cambi0>
Trani0 / Tranio / <http://twitter.com/Trani0>
Biondell0 / Biondello / <http://twitter.com/Biondell0>
MrVincenzio / **Vincenzio** / <http://twitter.com/MrVincenzio>
The_Pedant / **The Pedant** / http://twitter.com/The_Pedant
Hortensio / **Hortensio** / <http://twitter.com/Hortensio>
LitioH / **Litio** / <http://twitter.com/LitioH>
PaduaWidow / **The Widow of Padua** / <http://twitter.com/PaduaWidow>
OldGremio / **Gremio** / <http://twitter.com/OldGremio>
UPadua / **University of Padua** / <http://twitter.com/UPadua>

To experience *Twitter of the Shrew* in real time, be sure to follow each of the character accounts, and set device updates 'On' to receive all #tots updates via SMS (only advised for those with unlimited messaging). All dialogue will RT [@AmwayShakes](#).

Facebook Event: <http://www.facebook.com/event.php?eid=54668665562>

Amway Shakespeare Opportunity ([Brian Feldman](#), Artistic Director) will never do traditional Shakespeare. Upcoming productions include *The Shakespearment* (24 Apr 2009) and, you just knew this was coming, *The Twitter of Hamlet, Prince of Denmark* (May 2009). <http://twitter.com/AmwayShakes>

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