



The Susan G. Komen
Breast Cancer Foundation
LOUISVILLE AFFILIATE



15 Year Old Louisvillian brings "Rocky Horror Show" to town to aid Susan G. Komen Breast Cancer Foundation

September 28, 2004 LOUISVILLE , KY-- Rachel Helson, a 15-year-old sophomore at the Louisville Collegiate School , has four aunts that have been afflicted with breast cancer. When the fourth of her aunts was diagnosed this past July she decided it was time for her to join the battle to help The Susan G. Komen Breast Cancer Foundation combat the disease, and so she conceived her project "Acting for a Cure".

Helson, with support from corporate sponsors, friends and family is producing a theatrical production of Richard O'Brien's "The Rocky Horror Show". The two performances will be staged on Friday October 15 th and Saturday October 16 th in the Bomhard Theatre at the Kentucky Center for the Arts. Net proceeds are being donated to the Louisville Affiliate of the Susan G. Komen Breast Cancer Foundation. Her goal is to raise \$10,000 from her "Acting for a Cure" project, which she believes she will surpass. Although Richard O'Brien's "The Rocky Horror Show" originated as a stage production, it is perhaps best known through its film version and cult favorite "The Rocky Horror Picture Show".

Helson has spent the last two summers studying acting in New York City . She studied musical theater at the prestigious Circle in The Square Theater program and performed Rocky Horror's "Touch-A, Touch-A, Touch Me" in the program's cabaret show on Broadway. She also attended the Stella Adler Conservatory program in NYC in summer 2003. Helson has also studied for five years at Louisville 's Walden Theatre.

"October is National Breast Cancer Awareness Month and Rocky Horror, a fabulous musical, certainly fits the season," says Helson. "That's why we selected it." The production is being directed by Gil Reyes with musical direction by Gayle King. Local celebrities Milton Metz and Chris Parente will be appearing along with Helson, Stage One's Brad Cummings, Louisville Ballet's Robert McFarland and a cast of talented local actors. "We've assembled a great cast, the best in musical direction and musicians, secured a terrific venue and the show will be so much fun for the audience and the actors" said director Gil Reyes.

"We have been so touched by Rachel's initiative," said Stacey Griffin Hallahan, President of the Louisville Affiliate of the Susan G. Komen Breast Cancer Foundation. "Our mission is to eradicate breast cancer as a life threatening illness by advancing research, education, screening and treatment. Seventy-five percent of the money raised by the Louisville Affiliate stays in this community to further our mission and treat the medically underserved," adds Hallahan.

The performances of "The Rocky Horror Show" on Friday, October 15 th at 9:00 pm and Saturday, October 16 th at 8:00 pm will be in the Bomhard Theater at The Kentucky Center. Tickets priced at \$25 each with some student-discounted tickets also available are on sale at The Kentucky Center Box Office 584-7777 or through Ticketmaster at 361-3100 or at www.ticketmaster.com.