'Forever Plaid' to raise student scholarship funds

By CHELCEY ADAMI

Staff Writer

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The musical “Forever Plaid” arrives in the Valley on Saturday and will help raise money for the Imperial Valley University Partnership.

The comedy musical focuses on four young singers killed in a car crash on the way to their first big concert in the 1950s and then miraculously revived for a posthumous chance at fame.

“Forever plaid is one of most popular off-Broadway musical revues ever,” SDSU-IV Development Director Rod Smart said. “It has been going strong since 1990. You don’t last that long without being funny, upbeat and entertaining. The audience will have a ball.”

The partnership among San Diego State University-Imperial Valley campus, Imperial Valley College and the Imperial County Office of Education is preparing for its first incoming freshman class of fall 2012.

The musical’s proceeds will go to fund Imperial Valley University Partnership student scholarships.

“A key feature of the IVUP is to offer top students full and/or partial tuition scholarships as incentive to local high school graduates,” SDSU-IV Development Coordinator Monica Cortez wrote in a press release. “While donations over the year have established a strong endowment for scholarships, more is needed to meet the expanded student enrollment.”

Tickets are $30 for adults and $15 for students with IDs. They will be available at the door, beforehand at Rock Café in Brawley, Clark Baker Music in El Centro, SDSU Administration Building in Calexico or online at www.ivup.org/foreverplaid and www.imperialedu/foreverplaid

Call 760-355-6113 or 760-768-5505 for information.

The event is also part of “Explore SDSU-IV” month which features events such as an author presentation and book signing tonight, an art show March 21 and a theater play March 22, all free and open to the public.
If you go

What — Musical “Forever Plaid”
Where — Jimmie Cannon Theater for the Performing Arts, 2001 Ocotillo Drive in El Centro
When — Doors open at 6 p.m. Saturday, show starts at 7 p.m.

What — Author Victor Villaseñor presentation and book signing
Where — SDSU-IV Library, 720 Heber Ave. in Calexico
When — 5:30 p.m. to 7:30 p.m. today

What — Cerebral Arts, photo/video collection by Adrian Carmona and others
Where — SDSU-IV Library, 720 Heber Ave. in Calexico
When — 6 p.m. to 8 p.m. March 21

What — “Soldado Razo” theater play
Where — SDSU-IV Rodney Auditorium
When — 5 p.m. to 7:30 p.m. March 22

This story was amended to correct event location information.

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