

Update 6/17/2010



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FOR IMMEDIATE RELEASE

The **4th** Annual
Laugh Your Asheville Off
Comedy Festival
July 13th-17th

ASHEVILLE, NC, June 17th 2010/PRNewswire/ - This summer, the [Laugh Your Asheville Off Comedy Festival](#) returns to downtown Asheville July 13th-17th. In only four years the festival has become the largest stand-up comedy event in the southeast. For the first time since the festivals conception the producers teamed up with [Rooftop Comedy](#) to attract some of the freshest comics in U.S. This year's festival will be anchored by comedy legend **Jake Johannsen**, as seen on two HBO specials, Comedy Central, and a record thirty-two appearances on David Letterman.

This year's festival has been extended to a five-day event, kicking off Tuesday, July 13th with a "**Local Comics of Asheville**" showcase at the *Fred's Speakeasy*. Wednesday there will be a feature film documentary presentation "**I Am Comic**" at the Fine Arts Theater, and then Thursday the festival moves to the beautiful Diana Wortham for two shows – the first with Headliner **Josh Gondelman**, winner of the Laughing Skull Comedy Festival, and a very special late show with the **Beards of Comedy** tour, featuring Asheville's own Joe Zimmerman. Friday features back-to-back Showcase shows with over twenty rising stars in comedy, handpicked from around the country, leading up to Saturday's shows with **Jake Johannsen**.

The festival prides itself on its non-competitive nature, as the producers of Laugh Your Asheville believe stand-up should be enjoyed, not judged. For this reason, Laugh Your Asheville Off is the most comic friendly festival in the country, attracting the freshest and funniest untapped talent in the U.S.

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The festival headliner, **Jake Johannsen** has become one of the most respected comedians in history for his unique ability to give the most common element new meaning. Not many comedians will devote six minutes to a single subject - especially one as seemingly mundane as a toaster, or as strange as his conviction that extraterrestrials are working among us. Jake was nominated as "**Best Male Stand-Up Comedian**" for the 1994 American Comedy Awards. His HBO Comedy Special titled "*This'll Take About an Hour*", was given an **Ace Award** nomination for best writing in an Entertainment Special. People Magazine's 1992-year end issue listed the special as one of the Ten Best Television Shows, putting Jake in the same company as The Tonight Show with Jay Leno.

Last Comic Standing producer Charlie Gerencer and New York Times best selling cookbook author and stand-up comedian Greg Brown produce the festival. Charlie & Greg were the perfect storm in getting Laugh Your Asheville Off to where it is today. Bringing comedy to Asheville was one thing, but bringing a successful, non-formulaic, comedy festival in the age of big name, competition festivals, was another thing entirely. The combination of Greg's vision as a comic, and Charlie's experience producing major live events and TV comedy shows, has been a perfect marriage for making the festival what it is today. In a town thousands of miles away from Hollywood, they have accomplished what no other festival has - selling out shows without competitive formats and garnering attention from the "industry" on their own terms.

If you would like more information or to schedule an interview with the Laugh Your Asheville Off team or any of the performers call Charlie Gerencer at **828/329-7315** or email at laughyourashevilleoff2@gmail.com

Visit

www.laughyourashevilleoff.com

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Event Schedule

Tuesday July 13th:

What: **Local Comics of Asheville Talent Showcase**
Hosted by Joe Zimmerman
****Proceeds to benefit Brother Wolf Animal Rescue***

Venue: Fred's Speakeasy
122 College Street
Asheville, NC 28801

Time: 8:30 p.m.

Tickets: Pay what you can. \$5 dollar suggested donation.

Wednesday July 14th:

What: **Feature Presentation of:**

"I AM COMIC" directed by Jordan Brady

Venue: The Fine Arts Theater
36 Biltmore Avenue
Asheville, NC 28801-3625
(828) 232-0257

Website: www.iamcomicmovie.com

Time: 8 p.m.

Tickets: \$8.75

Thursday July 15th

What: **Josh Gondelman & Friends**

Venue: The Diana Wortham Theatre
2 South Pack Square
Asheville, NC 28801

Box Office: 828-257-4530

Website: www.dwtheatre.com

Time: 8 p.m.

Tickets: \$10

2nd Show

What: **The Beards of Comedy**

Venue: The Diana Wortham Theatre
2 South Pack Square
Asheville, NC 28801

Box Office: 828-257-4530

Website: www.beardsofcomedy.com

Website: www.dwtheatre.com

Time: 10:30 p.m.

Tickets: \$10

Friday July 16th

What: **The Famous**
 Laugh Your Asheville Off Showcase Show
Venue: The Diana Wortham Theatre
 2 South Pack Square
 Asheville, NC 28801
Box Office: 828-257-4530
Website: www.dwtheatre.com
Time: 8 p.m.
Tickets: \$12

2nd Show

What: **The Famous**
 Laugh Your Asheville Off Showcase Show
 Part 2 (Featuring Completely different performers)
Venue: The Diana Wortham Theatre
 2 South Pack Square
 Asheville, NC 28801
Box Office: 828-257-4530
Website: www.dwtheatre.com
Time: 10:30 p.m.
Tickets: \$12

Midnight Trouble

What: **Road Comic Stories with Mike Storck**
Venue: The New French Bar (home of Tomato Tuesdays)
 12 Biltmore Avenue
 Asheville, NC 28801
Time: 12 a.m.
Tickets: **FREE**

Visit

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Saturday July 17th

What: Laugh Your Asheville Off presents **Comic Legend:**
Jake Johannsen & Guests

Venue: The Diana Wortham Theatre
2 South Pack Square
Asheville, NC 28801

Box Office: 828-257-4530

Website: www.jakethis.com

Website: www.dwtheatre.com

Time: 7 p.m.

Tickets: \$22

2nd Show

What: Laugh Your Asheville Off presents **Comic Legend:**
Jake Johannsen & Guests

Venue: The Diana Wortham Theatre
2 South Pack Square
Asheville, NC 28801

Box Office: 828-257-4530

Website: www.jakethis.com

Website: www.dwtheatre.com

Time: 9:30 p.m.

Tickets: \$22

Festival Package Deal

Package includes:

1 Ticket to Both Shows Thursday July 15th
1 Ticket to Both Shows Friday July 16th
1 Ticket to Either Jake Johannsen Show 7pm or 9:30pm

Price: \$45

Savings=\$21

Tickets: 828-257-4530

Visit

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