



**For Immediate Release • May 28, 2017**

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TORONTO  
**FRINGE**  
**FESTIVAL**

### **Arterberry Unmasks The Mime in the Mirror in *How Hard Could THAT Be?***

At age twenty, Trent Arterberry decided that he would drop out of college, get married, buy a house, raise a family and pay for it all as a mime artist! After all, he reasoned, “how hard could *that* be?” In his third appearance at the Toronto Fringe Festival, audiences will discover the answer for themselves as the show provides hilarious and poignant anecdotes from the life and times of one of Canada’s most well-traveled mime artists.

This new show, written and performed by Arterberry and directed by Gregg Goldston, debuted at the 2017 Victoria Fringe Festival. The show employs Arterberry’s signature blend of scenes of mime and music, woven together with amusing and revealing stories.

In *How Hard Could That Be?* we get to re-experience with him the halcyon days of mime in the ‘70s and ‘80s, as Arterberry rockets to the top of his profession, getting tapped by Capitol Records and opening for major music acts like BB King, Aerosmith, Julio Iglesias and The Kinks at Radio City Music Hall and the Maple Leaf Gardens.

But with the cultural backlash against mime in the late ‘80s, Arterberry’s career comes crashing back to earth. During this difficult period, he is forced to re-think and re-shape both his art and his life. “This show traces the arc of my career from early confusion to a meteoric rise, a shattering fall, then rebirth and redemption,” says Arterberry.

*How Hard Could That Be?* is a funny, touching and ultimately uplifting performance.

*Trent Arterberry is brilliant! ... He is genuine, authentic; he doesn't gloss over the bad stuff ... but he celebrates the good stuff with heartwarming joy... Wonderful artist*

—MONDAY MAGAZINE, at the 2017 Victoria Fringe Festival

*If you think mimes are just silent, white-faced fellas in striped shirts stuck inside invisible boxes, prepare to have your preconceptions of the art form challenged by the charming Trent Arterberry.*

—SHOWBILL.CA, at the 2017 Victoria Fringe Festival

Where: At the air-conditioned Taragon Theatre Extraspace, 30 Bridgman Ave, Toronto

When: Fri, Jul 6 at 6:45pm	Wed, Jul 11 at 2:00pm	Sat, Jul 14 at 12:15pm
Sun, Jul 8 at 12:45 pm	Thu, Jul 12 at 9:30pm	
Mon, Jul 9 at 4:45pm	Fri, Jul 13 at 7:45pm	

Tickets for the July 6 performance are \$6; all other performances are \$11. Purchase online beginning June 8: fringe-toronto.com. By Phone: 416-966-1062. In Person: During the festival at the main box office at Scadding Court – 707 Dundas St West.

