**EMBARGOED until January 15, 2023**

**PRESS RELEASE**

**Hollywood Magic Entertains and Educates Through Business Audio Theatre**

*High on the rooftop of the Godfrey Hotel Hollywood, a new type of business audiobook is launched.*

Los Angeles CA, January 15th, 2023. Business Audio Theatre has officially arrived in Los Angeles. Teamed up with Hollywood’s Sherwood Players Productions, Bonnie Harvey and Michael Houlihan, the entrepreneurs who revolutionized the wine industry, are now bringing other founders’ stories to life in a new theatrical audio format. Unlike strict narration, actors voice the parts in action-packed scenes that demonstrate the founder’s business principles, complete with sound effects and an original musical score.

Their latest production *The Brain Savers, How a Scrappy Startup Transformed Telemedicine and Patient Care,* dramatizes the seminal events of the intrepid team that created Specialists on Call*,* pioneers in interstate enterprise telemedicine. “Business Audio Theatre enables me to encourage, inspire, and empower a new audience by dramatizing the lessons we learned building our business!” says Dr. Colin McDonald, Founder of Specialists on Call.

“When it comes to business audiobooks, an exciting performance is most definitely more memorable than a narrated text!” says Harvey. “Listeners identify with a founder’s story and pull for them to overcome the seemingly unsurmountable obstacles of entrepreneurship.” Her co-Founder, Michael Houlihan, adds, “Starting and growing a business is a wild rocket ride! Experiencing that ride through audio theatre is exciting, gripping, and educational.”

The team’s first production *The Barefoot Spirit, How Hardship, Hustle, and Heart Built America’s #1 Wine Brand* was an Audie Award Finalist for The Audio Publishers Association’s 2020 Business Audiobook of the Year. It was adapted for audioplay from the *New York Times* bestseller of the same name.

“This represents a whole new application for the entertainment industry, and we are proud to bring these founders’ stories to life! This is the future of business audiobooks,” says Sherwood Director, Matt Weinglass. “It’s a full cinematic experience for your ears!”

*The Brain Savers* is 5 star rated on Audible and is available on all audio platforms.

**About Business Audio Theatre:** Business Audio Theatre is an audio onboarding, recruitment, and training tool that preserves founders’ legacies by bringing their stories to life. The new format reaches the mobile on-demand generation with theatrical audio performances, that entertain as they educate – not just narrations, but brought to life with actors voicing parts, in action-pact scenes – complete with sound effects, and music.

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For more information [www.businessaudiotheatre](http://www.businessaudiotheatre), or for an interview, call 707 484-1600.