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Monday, Jan. 18, 2010

Whose (Myrtle) beach is it anyway?

By Ashley Morris -

CIC is the theatrical, acronymic cure for the winter doldrums, served with a heaping dose of contagious belly laughs.

And, with its latest show, the chance to interact with a cast of customized characters a la Myrtle Beach - from a waiter at K&W to a hotel cabana boy.

Carolina Improv Company, the 1-year-old brainchild of Chicago native Gina Trimarco, has been catching on hotter than a fever amidst locals and tourists - especially with its latest show, "Whose Beach is it Anyway?" featured in an open run schedule this winter. "It opened last weekend, which turned out to be our biggest weekend ever," says Trimarco. "In fact, we sold out, or actually oversold. Fifty percent of the audience was tourists. A lot of people are looking for something to do. Improv is like cheap therapy. I mean, our ticket is the price of a movie; And people say they haven't laughed like that in a long time."

This is how "Whose Beach is it Anyway?" works: As you probably guessed, it's a lot like the audience-interactive TV show, "Whose Line is it Anyway?" Trimarco says they have hundreds of games that are jumpstarted by suggestions from the crowd. For example, that night's cast of five or six will call out a question like, "What's your biggest pet peeve about tourists?" To which someone might answer, "17 Bypass or 17 Business - which way?" And skit hilarity ensues. Get ready to hear all about hot (and peculiar) topics like all-you-can-eat buffets, beach stores, snow birds, tourist traps, Aynor, foreign exchange students on bicycles and time share sales people. Sometimes a game will involve pulling volunteers from the audience onto the stage. And sometimes the cast will need to steer the skit in a different direction if audience suggestions become a bit stale. "We try to keep everything family-friendly, but sometimes we push envelope a bit with innuendo," laughs Trimarco. "Like one night, everything became about crabs based on someone suggesting a hermit crab as an example of a cheesy Myrtle Beach souvenir."

Trimarco says the beauty of this show, too, is that the theme can be tied into Can-Am Days or Bike Week. "Whose beach is it anyway: the Canadians or the Americans, the non-bikers or the bikers?" she says.

CIC's venue is Uptown, a former retail-space-turned-theater that's located within Myrtle Beach Mall near Bass Pro Shops and the movie theater. Uptown, according to Trimarco, features cool leather seating, performance stage, all-new sound system, and beer and wine service.

"Whose Line is it Anyway?" takes place at 7:30 p.m. Fridays and Saturdays (no show Jan. 23). Tickets are \$10 for adults (available online for \$8.68) and \$3 for children. For tickets and info on classes and corporate training, visit www.carolinainprov.com or call 272-HAHA (4242). Or check out Carolina Improv Company/Uptown on [Facebook](#).



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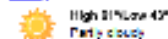


58°F

RealFeel®: 52°F
Winds: SW at 12 mph

Your Extended Forecast

Tuesday



High 51°/Low 42°
Partly cloudy

Tuesday



High 51°/Low 40°
Mostly cloudy

Thursday



High 60°/Low 51°
Partly cloudy

Friday



High 51°/Low 42°
Partly cloudy

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