

THE MARSH SAN FRANCISCO PRESENTS
A WORLD PREMIERE PRODUCTION
ADAM STRAUSS'S
BEFORE I FORGET

Written and Performed by Adam Strauss
Directed and Developed by Jonathan Libman
Produced by Carl Ford
November 9 – December 13, 2025

SAN FRANCISCO, CA (25 September 2025) — **The Marsh San Francisco** presents a World Premiere from **Adam Strauss**, *Before I Forget*, a ferociously funny true tale about the impossibility of getting life right, told by a man trying to outrun his genes, his past, and his Google search history. Ancient Greece, artificial intelligence, Alzheimer's disease, and open relationships all collide in a wildly inventive odyssey through memory, mortality and meaning. Directed and developed by **Jonathan Libman**, produced by **Carl Ford**, and starring **Adam Strauss**. *Before I Forget* plays **November 9 – December 13, 2025** (*press opening: November 15*) with performances at **7:30pm Fridays and 8:00pm Saturdays** at **The Marsh San Francisco** (1062 Valencia St., San Francisco). For tickets (\$25-\$30 general admission, \$50 and \$100 reserved, plus a \$3 convenience fee per ticket) or more information the public may visit themarsh.org.

Before I Forget follows the oft-extended Marsh run of Strauss and Libman's previous hit *The Mushroom Cure*, which was hailed by *The New York Times* as "mining a great deal of laughter from disabling pain" and *Chicago Tribune* as "arrestingly honest and howlingly funny." Strauss and Libman's previous works have received awards such as New York Fringe Festival's Overall Excellence Award for Solo Performance and The Eddy Award for Best Solo Show in San Francisco.

ABOUT THE CAST AND CREATIVES

Adam Strauss (*Playwright/Performer*) is a New York-based writer and comedian. He is the writer and performer of *The Mushroom Cure*, an autobiographical solo show about his attempt to treat his severe OCD with psychedelics, and *Something Is Wrong With Adam Strauss*. *The Mushroom Cure* premiered at the Edinburgh Fringe Festival, had its West Coast premiere at The Marsh San Francisco, and went on to extended runs in New York, Chicago, and Los Angeles. *The Mushroom Cure* was named a Critics' Pick by *Time Out New York* and praised by *The New York Times* for "mining a great deal of laughter from disabling pain." Strauss has won the New York Fringe Festival's Overall Excellence Award for Solo Performance, The Eddy Award for Best Solo Show in the Bay Area, and was a winner of the Leffe Beer Craft Your Character Competition. Strauss also shares his experience recovering from OCD at conferences, universities, and on podcasts. As a stand-up comedian, he performs regularly at clubs across the U.S.

Jonathan Libman (*Director/Developer*) is a New York-based writer and director focused on new work. He developed and directed *The Mushroom Cure* by Adam Strauss which premiered at the Edinburgh Fringe and went on to acclaimed runs in New York, Chicago and The Marsh San Francisco. A member of the Actors Studio Playwrights/Directors Unit, he has directed projects featuring Chazz Palminteri (*A Bronx Tale*), NEA recipient David Libman, Guggenheim Fellow Christina Masciotti, and Dramatist Guild Fellow Nicole Pandolfo. His directing credits include productions for The Wild Project, The Collective NY, Nylon Fusion Theatre Company, Inspiration Point and Ripple Effect Artists. As a playwright, his full-length works include *Accidents Waiting to Happen* featuring Tony Award Best Featured Actress in a Play winner Kara Young and *Please Leave the Light On*.

Carl Ford (*Producer*) is a writer, director, producer, and acting coach. He co-founded the Susan Batson Studio and previously ran Black Nexxus, where he developed talent including Adepero Oduye (*Pariah*, *12 Years A Slave*) and Angelique Zambrana (*Precious*). As a filmmaker, he directed *Real With Me* and *Free Richard*, and co-produced *30 Beats*, which was distributed by Lionsgate. His short films have screened on BETJ, IFC, and at numerous festivals including LA Shorts Fest and the Roxbury Film Festival. He has worked with Miramax, Island Pictures, Orion Classics, and Forty Acres and a Mule as a producer and unit production manager. Ford has also directed theater in New York, Los Angeles, and the UK, and coached artists including Brandy, Pharrell, and Anthony Minghella.

ABOUT THE MARSH

The Marsh is known as "a breeding ground for new performance." Launched in 1989 by Founder and Artistic Director Stephanie Weisman, it annually hosts more than 500 performances across the company's two venues in San Francisco and Berkeley. A leading outlet for solo performers, The Marsh's specialty has been hailed by the *San Francisco Chronicle* as "solo performances that celebrate the power of storytelling at its simplest and purest." *The East Bay Times* named The Marsh one of the Bay Area's best intimate theaters, calling it "one of the most

thriving solo theaters in the nation. The live theatrical energy is simply irresistible.” In April 2020, The Marsh launched its digital platform MarshStream and hosted more than 700 live streams which provided 300 performers and its youth class participants a platform to continue discovering, developing, and producing art during the COVID-19 pandemic shutdown. Today, The Marsh presents both in-person live performances and content on its MarshStream, continuing to expand its reach to audiences onsite and around the world. The Marsh believes in the power of people’s storytelling and has several classes for the public to create their own works as well as through its developing work performance series: Monday Night Marsh, Tell It on Tuesday, and Marsh Risings. The theater company also collaborates with over 20 San Francisco public schools providing a year-round youth program serving students at its theater and in the classrooms.

FOR CALENDAR EDITORS:

WHAT: **The Marsh San Francisco** presents a World Premiere from **Adam Strauss**, *Before I Forget*, a ferociously funny true tale about the impossibility of getting life right, told by a man trying to outrun his genes, his past, and his Google search history. Ancient Greece, artificial intelligence, Alzheimer’s disease, and open relationships all collide in a wildly inventive odyssey through memory, mortality and meaning. Directed and developed by **Jonathan Libman**, produced by **Carl Ford**, and starring **Adam Strauss**.

WHEN: **November 9 – December 13, 2025**
Previews: 11/9 @ 7:30pm, 11/13 @ 7:30pm, 11/14 @ 7:30pm
Press opening: November 15
Closes: Saturday, December 13, 2025

SHOWS: **7:30pm Fridays & 8:00pm Saturdays**

WHERE: **The Marsh San Francisco**, 1062 Valencia St., San Francisco (between 21st & 22nd Streets)
Parking is available at New Mission Bartlett Garage at 21st St. between Mission & Valencia St.
BART Station (closest): Mission & 24th St.

TICKETS: \$25-\$35 for general admission and \$50-\$100 for reserved seats, \$3 convenience fee per order

INFO: For information, the public may visit themarsh.org.

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PRESS: Contact Raymond Harris, CBCO Public Relations & Marketing
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PHOTOS: Downloadable high-res photos are available here:
<https://cbpr.co/press/BeforeIForget>