

**THEATRE DEVELOPMENT FUND (TDF) ANNOUNCES "NEW AUDIENCES FOR NEW YORK" - A NEW AUDIENCE DEVELOPMENT INITIATIVE TO HELP BUILD THEATRE AUDIENCES IN UNDERSERVED COMMUNITY GROUPS THROUGHOUT NEW YORK CITY.**

*February 18, 2010, New York, NY* - Theatre Development Fund, the not-for-profit service organization for the performing arts, announced the commencement of a new audience development initiative, "New Audiences for New York," which is designed to build new audiences for Broadway among diverse and underrepresented New Yorkers across the City.

For "New Audiences for New York," TDF has selected 20 community groups located throughout the City to participate in this new initiative. During the first year of the program, each participating group will have the opportunity to attend two Broadway productions at prices they can afford. Each performance will be preceded and followed by a moderated discussion with a TDF teaching artist as well as TDF trained group leaders from each of the 20 organizations.

By training group leaders from each organization, TDF seeks to provide the individual groups with the skills to offer a theatre experience to future group participants. Additionally, TDF is educating each organization on how to research and conduct the pre- and post-performance discussions, how to research and select appropriate shows for their group and how to handle the logistics of a group theatre outing.

"We've been looking for a way to help bring New Yorkers to the theatre who don't attend Broadway theatre. We want to help a wide group of New Yorkers realize how theatre can be accessible to them. 'New Audiences for New York' is a first step in that direction," said Victoria Bailey, TDF's Executive Director. "In working with community groups with strong leaders, we will train individuals to lead theatregoing in their communities. We have adapted the methodology used in our education programs - pre- and post-performance discussions aimed at helping new audiences engage with a play or musical - and combined it with our expertise in programs that make theatre affordable to those who couldn't otherwise attend due to cost. We will give the community groups the tools to continue providing their members with theatregoing experiences long after our partnership ends."

The first participating organizations in "New Audiences for New York" are:

Manhattan: Blessed Trinity Community Baptist Church, Delta Sigma Theta (an African American sorority), The Educational Alliance (youth program), Henry Street Settlement (senior center), Korean Catholics United @ NYU, New York Urban League Young Professionals, The River (inter-denominational faith-based church), Metropolitan College of New York and Borough of Manhattan Community College.

Brooklyn: Clara Muhammad School of Masjid Khalifad; Mt. Lebanon Baptist Church, Mt. Pisgah Church, Purelements (dance school for children ages 3-18), St. Paul Community Baptist Church and SURF Solomon Seniors Center.

The Bronx: Bay Eden Senior Center, Claremont Neighborhood Center, Green Chimney (center for displaced gay, lesbian and bi-sexual teens).

Queens: SNAP Bell Park and SNAP Eastern Queens (both senior centers).

Among the shows that the groups will attend are: *Fela*, *Fences*, *God of Carnage*, *Hair*, *Mary Poppins*, *Memphis*, *The Miracle Worker*, *The Phantom of the Opera*, and *Race*.

"New Audiences for New York" is funded by a Theater Subdistrict Council Grant given by the New York City Department of City Planning.

About TDF: Theatre Development Fund has played a unique role in strengthening live theatre and dance in New York City for the past 42 years. This not-for-profit service organization's programs have filled over 76 million seats at discount prices (with theatre lovers who would normally not be able to attend live performance) and returned nearly two billion dollars in revenue to thousands of theatre, dance and music productions. Best known for its TKTS Discount Booths, TDF's membership, voucher, access and education programs as well as its Costume Collection, help to make the unique experience of theatre available to everyone.

\* \* \*