



# PRESS RELEASE

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**For Immediate Release**

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**THE COMMERCIAL THEATER INSTITUTE  
ADDS TWO ADDITIONAL WEEKS  
TO ITS CORNERSTONE 14-WEEK PROGRAM**

**ACCEPTING APPLICATIONS & NOMINATIONS  
NOW!**

***RECORD BREAKING APPLICATION LEVELS AND  
STUDENT INTEREST LEADS TO NEW SCHEDULE***

**14-WEEK PROGRAM (+ 2 Extra Weeks!)  
January 9, 2012 – April 23, 2012  
*Application deadline November 28, 2011***

ONLINE REGISTRATION:

[www.CommercialTheaterInstitute.com](http://www.CommercialTheaterInstitute.com)

(New York, NY) October 20, 2011 - The Commercial Theater Institute (CTI), now in its 31<sup>st</sup> year, is currently accepting nominations for its Annual Intensive 14-Week Program (plus 2 Extra Weeks), which presents hard, factual information on all aspects of commercial theatre producing including Broadway, off-Broadway and the Road, in a very intimate lecture/discussion setting. Due to increasing demand, the 2012 program has been extended for two weeks allowing CTI to cover additional important topics. Strictly limited to 25 participants, the program begins on January 9<sup>th</sup>, 2012, for 16 consecutive Monday night sessions, in the Times Square area.

Supported by both the Broadway League and Theatre Development Fund (TDF), CTI illuminates creative producing techniques that will lead to financially and artistically successful productions.

Anyone who is interested in a commercial producing career is invited to participate in this advanced level course. Candidates may be nominated by

members of the League, members of the off-Broadway League, ATPAM, artistic or management heads of non-profit institutional theatres, an entertainment attorney, or a past CTI 14 Week Program participant. All nomination forms and applicant information forms must be received no later than November 28<sup>th</sup>, 2011. They are available at our website [CommercialTheaterInstitute.com](http://CommercialTheaterInstitute.com).

Candidates will be evaluated by Victoria Bailey, Executive Director of Theatre Development Fund (TDF); Charlotte St. Martin, Executive Director of The Broadway League; Ed Sandler, Membership Director of The Broadway League; and Jed Bernstein, Program Director for CTI. Notifications will be made on or about December 9<sup>th</sup>, 2011. The fee for the 2012 program is \$975.00.

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**The Commercial Theater Institute**, now in its 31st year, is a project of Theatre Development Fund (TDF) and The Broadway League, Inc. Dedicated to training the next generation of commercial theatre producers, CTI provides resources and guidance to individuals interested in the various paths one can take towards creating commercial productions for the stage.

#### **The Broadway League**

The Broadway League, founded in 1930, is the national trade association for the Broadway industry. The League's 700-plus members include theatre owners and operators, producers, presenters, and general managers in over 200 North American cities, as well as suppliers of goods and services to the theatre industry. Each year, League members bring Broadway to nearly 30 million people in New York and on tour across the U.S. and Canada.

[www.BroadwayLeague.com](http://www.BroadwayLeague.com), [www.ilovenytheater.com](http://www.ilovenytheater.com), [www.ibdb.com](http://www.ibdb.com)

Follow TheBwayLeague on [Twitter](#), Like the The Broadway League page on [Facebook](#) and Download the free [ILoveNYTheater app](#) for iPhone, iPad, and iTouch on iTunes

**Theatre Development Fund (TDF)** has played a unique role in strengthening live theatre and dance in New York City since 1968. This not-for-profit service organization's programs have over 80 million people access to the theatre at affordable prices (with theatre lovers who would normally not be able to attend live performance) and returned over 2 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. Their recent Autism Theatre Initiative offered the first autism-friendly performance of a Broadway show, presenting *The Lion King* to an entire audience of families with children on the autism spectrum. To learn more about TDF, go to: [www.tdf.org](http://www.tdf.org).