

**COMMERCIAL THEATER INSTITUTE'S
CORNERSTONE 3-DAY WEEKEND
PRODUCING INTENSIVE
TO FEATURE PRESENTATIONS OF FOUR NEW MUSICALS**

April 19 – 21, 2013 at the Snapple Theater Center

(New York, NY) April 3, 2013 – The Commercial Theater Institute's (CTI) 32nd annual **3-Day Weekend Producing Intensive** will take place on April 19 – 21, 2013 at the Snapple Theater Center (210 West 50th Street). For the first time, the 3 day course will feature a concentration on the creative development process. Four new musicals currently in development and participants in previous NAMT (National Alliance of Musical Theatre) Festivals of New Musicals will be presented, followed by a discussion and analysis of their commercial creative potential.

The conference offers practical information of interest to prospective producers, general managers, and investors. Sessions consists of presentations and panel discussions with experienced producers, general managers, entertainment attorneys, press representatives, advertising and marketing directors, designers and more, all of whom offer specific case histories that explore the various methods of developing theatrical productions.

“The conference is open to anyone interested in producing, co-producing, or investing in the commercial theatre – Broadway, Off-Broadway, Touring Broadway and elsewhere,” says CTI Executive Director Jed Bernstein. “This year’s line-up is especially well-rounded, combining all of the cornerstone sessions with a focus on the creative development process. It is a terrific introduction to the entire CTI curriculum.”

For more information and registration visit www.commercialtheaterinstitute.com. Registration is \$455, \$375 for alumni and members of The Broadway League, TDF, or Union members, and \$200 for full-time students with valid identification.

The Shows

THE LEGEND OF STAGECOACH MARY

By: Thomas Mizer & Curtis Moore

Ex-slave Mary Fields turns the idea of the real Wild West hero on its head when she travels to 1880's Montana to find freedom, adventure and her long-lost best friend.

Along the way, she discovers a gaggle of square-dancing nuns and a town full of cowboys in need of a little lesson in the American Dream.

Presented in NAMT's 20th Annual Festival of New Musicals

HOW CAN YOU RUN WITH A SHELL ON YOUR BACK?

By: Michael Mahler & Alan Schmuckler

After-school detention becomes an adventure when a stranger shows six students the power of a good story. The Tortoise and the Hare, The Ant and the Grasshopper, Androcles and the Lion... Aesop's timeless fables take an entertaining turn in this new musical that reveals universal truths through simple, appealing, age-old allegories. Presented in NAMT's 21st Annual Festival of New Musicals

THE TROUBLE WITH DOUG

Book & Music: Will Aronson

Book & Lyrics: Daniel Mate

A contemporary comedic reimagining of Kafka's *Metamorphosis* in which a happy, healthy young man transforms inexplicably into a giant talking slug. Thrust together awkwardly under the same roof, Doug, his family, and his fiancée all struggle to understand and respond to this strangest of crises.

Presented in NAMT's 22nd Annual Festival of New Musicals

THE CIRCUS IN WINTER

Music & Lyrics: Ben Clark

Book: Beth Turcotte

Meeting an elephant can change a man's life. *The Circus in Winter* is based on the novel by Cathy Day, where legend and lore collide under the big-top filled with disheveled hustlers, death-defying acrobats and a dreamer named Wallace Porter searching for redemption and grace.

Presented in NAMT's 24th Annual Festival of New Musicals

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THE COMMERCIAL THEATER INSTITUTE (CTI), now in its 31st year, is a project of Theatre Development Fund (TDF) and The Broadway League. The nation's only formal program, which specifically trains 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. For details and schedules of all CTI programs, visit www.commercialtheaterinstitute.com or call 212.586.1109. Facebook: become a fan of [CTI](#) and follow on Twitter [@CTIPrograms](#)

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 who present in nearly 200 markets in North America, 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. For more information, visit www.BroadwayLeague.com, or follow The Broadway League on Twitter [@TheBwayLeague](#) or on Facebook at www.facebook.com/BroadwayLeague. Download the free [iLoveNYTheater app](#) and free [IBDB app](#) for iPhone, iPad, and iTunes on iTunes.

Broadway theatres are filled with an exciting array of new and classic musicals and plays, providing the perfect experience for every audience. Great seats are available at every price point and are easy to buy online, by phone, or in person at theatre box offices. It's always the perfect time to see a show. Broadway performs every day of the week at multiple curtain times to accommodate every schedule.

The Broadway League annually presents the Antoinette Perry "Tony" Awards,[®] one of the most coveted awards in the entertainment industry, with The American Theatre Wing.

THEATRE DEVELOPMENT FUND (TDF), was created in the conviction that the live theatrical arts afford a unique expression of the human condition that must be sustained and nurtured. It is dedicated to developing diverse audiences for live theatre and dance and strengthening the performing arts community in New York City. Since being founded in 1968, it has become the largest nonprofit performing arts service organization in the United States, returning over \$150 million annually to hundreds of productions through a variety of programs. TDF's programs have provided over 83 million people with access to performances at affordable prices. Best known for its TKTS Discount Booths (now in its 40th year of service), TDF's membership, outreach, access and education programs — as well as its Costume Collection — help to make the unique experience of theatre available to everyone. Recent TDF honors include a 2011 Mayor's Award for Arts and Culture, a 2012 Tony Honor for Excellence for its Open Doors Arts Education Program and a 2012 New York Innovative Theatre Award for its support of the off-Off Broadway community. For more information about TDF, go to: www.tdf.org.

THE NATIONAL ALLIANCE FOR MUSICAL THEATRE (NAMT), founded in 1985, is a not-for-profit organization serving the musical theatre community. Our mission is to advance musical theatre by nurturing the creation, development, production and presentation of new musicals, and to provide a forum for musical theatre professionals to share resources and exchange information. Our 160 members, located throughout 32 states and abroad, are some of the leading producers of musical theatre in the world and include theatres, presenting organizations, higher education programs and individual producers.

Among the over 250 musicals launched by NAMT's annual Festival of New Musical are *Thoroughly Modern Millie*, *Children of Eden*, *Honk! The Drowsy Chaperone*, *Songs for a New World*, *I Love You Because*, *Striking 12*, *Vanities* and many others, representing over 475 writers. www.namt.org