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Media Advisory

BROADWAY COMMUNITY COMES TOGETHER TO SING ‘DO YOU HEAR THE PEOPLE SING’ FOR UKRAINE ON THE RED STEPS OF TIMES SQUARE

Times Square billboards will display the Ukrainian flag at noon; timed with the performance

WHO: Actress and Activist **Shakina Nayfack** was inspired to organize this gathering following a conversation with her friend, award-winning Ukrainian journalist **Maxim Eristavi**. The event is made possible by partnership organizations **Times Square Alliance** and **Broadway Cares/Equity Fights Aids**, with support from **Broadway Advocacy Coalition** and **The Broadway League**.

WHAT: The Broadway community and all who find power in song will gather on **Sunday, April 3rd at 11:30 AM** on the Red Steps in Duffy Square (Broadway & 47th Street) for a musical vigil to send a message of solidarity and support to the Ukrainian people.

The vigil will include a community-wide performance of “*Do You Hear the People Sing?*” including one verse translated into Ukrainian and another by **Broadway Inspirational Voices**. During the performance the Times Square Alliance will launch a billboard takeover campaign, displaying the Ukrainian flag across several digital billboards in Times Square including: Luxottica, JCDecaux, Sherwood Equities, American Eagle Outfitters, T-Mobile, Clear Channel Outdoor, and Branded Cities (the list is still in formation).

The vigil will be livestreamed on Facebook by [TimesSquareNYC](https://www.facebook.com/TimesSquareNYC), as well as captured and edited for social by Emmy-award winning producer and director **Annette Jolles**.

More information about the event, including ways for people to get involved, places people can donate to, and resources to music and choreography can be found here: linktr.ee/BwayforUkraine.

WHEN: **Sunday, April 3, 2022 – media arrive at 11:30**
Performances start at 11:45 AM
Screens show the Ukrainian flag at 12:00 noon for 3 minutes

Broll and photos available for capture
Interviews can be arranged with organizers and participants

WHERE: Duffy Square / Red Steps in Times Square, located at 47th and Broadway

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