

# NEW 42ND STREET ANNOUNCES THE NEW VICTORY THEATER FAMILY BENEFIT SUNDAY, OCTOBER 21, 2018

**New York, NY (September 26, 2018)** — On Sunday, October 21, 2018, the **New Victory Family Benefit** will transform the historic New Victory Theater into a colorful land of food, fun and play inspired by the vibrant world of ***Tinga Tinga Tales - The Musical***. Support from this benefit will provide critical funds for the award-winning **New Victory Education Programs**. Every year, our programs provide 40,000 school kids the opportunity to see live performances from around the world.

“The New Victory is unequivocally the best theater in New York! As self-professed theater buffs, it’s such a treat for my husband and me to share our love for theater and the arts with our children. We love supporting the annual Family Benefit and all of The New Victory’s efforts to bring the arts to NYC kids. Plus, it’s such a fun event we look forward to each year!” said Tiffany Gardner, Event Vice Chair.

Proceeds from the New Victory Family Benefit support the theater’s **Give a Kid a Seat** campaign, which provides NYC students tickets to New Victory school-time shows. Kids in Pre-K through 12th grade attend New Victory shows and participate in free classroom workshops, taught by New Victory Teaching Artists, before and after their visits to the theater. As a result of seeing shows and participating in arts-based activities, these kids are empowered to integrate the performing arts into their own lives and communities.

**The New Victory Family Benefit will begin at 1:00 PM with a special performance of *Tinga Tinga Tales - The Musical***. Featuring an all Kenyan cast, this energetic production will grace the New Victory stage with large-than-life animal friends and invigorating live music. Immediately following the benefit performance, families will eat, drink and play, exploring multiple levels of the theater and lobby spaces to make crafts and create folk tales with New Victory Teaching Artists, Ushers and Apprentices as their guides.

Tickets to the New Victory Family Benefit are \$500 for Premium Orchestra Seats, \$350 for Mid-Orchestra Seats and \$200 for Mezzanine Seats. Recommended for ages 4-8, ***Tinga Tinga Tales - The Musical*** is appropriate for all audiences.

All events will take place at The New Victory Theater (209 West 42<sup>nd</sup> Street). For more information and tickets, visit [www.NewVictory.org/FamilyBenefit](http://www.NewVictory.org/FamilyBenefit) or call 646-223-3082.

The **New Victory Family Benefit** is co-chaired by **Kim and Greg Lippmann**. The event’s vice chairs are **Tiffany and Sean Gardner, Lillie and Charlie Howard, and Adolophine and Andrew Sheeley**. The New Victory Family Benefit committee is comprised of Andrea Crane

and Sam Hoffman, Tiffany and Kojo Dufu, Sheri and Marc Feigen, Jessie Freschl, Sharon Coplan Hurowitz and Richard Hurowitz, Fiona and Eric Rudin.

### **New Victory Education Programs**

The New Victory partners with more than 200 NYC schools, after-school programs and day camps to bring students to the theater for live performances, conduct more than 1,300 free workshops in their classrooms and distribute New Victory School Tool resource guides. Our guides ensure that with each visit to the theater, educators are equipped to integrate arts across curriculum. Additionally, 250 teachers of all disciplines participate in the theater's professional development training. Many Education Partners are NYC-area Title 1 schools with a high percentage of students whose only exposure to the arts is through The New Victory's involvement with their education.

### **About *Tinga Tinga Tales - The Musical***

This Kenyan musical, based upon the cartoon series created by Emmy Award-nominated producer and writer Claudia Lloyd, makes its U.S. Premiere at The New Victory this fall from October 13, 2018 through October 20, 2018. Kenyan celebrity pop singer/songwriter Eric Wainaina (*Mo Faya*, New York Theatre Festival) has penned the music and lyrics, leading the cast as he portrays Monkey alongside the other members of the animal kingdom.

### **About The New Victory Theater**

The New Victory Theater brings kids to the arts and the arts to kids. Created in 1995 on iconic 42nd Street, this nonprofit theater has become a standard-bearer of quality performing arts for young audiences in the United States. Reflecting and serving the multicultural city it calls home, The New Victory is committed to arts access for all students, teachers, kids, families and communities of New York to experience and engage with the exemplary international programming of theater, dance, circus, music, puppetry and opera on its stages. A leader in arts education, youth employment and audience engagement, The New Victory Theater has been honored by the President's Committee on the Arts and the Humanities with the National Arts and Humanities Youth Program Award, by Americans for the Arts with a national Arts Education Award, and by the Drama Desk for "providing enchanting, sophisticated children's theater that appeals to the child in all of us, and for nurturing a love of theater in young people."

### **About The New 42nd Street**

Founded in 1990, The New 42nd Street is an independent nonprofit organization charged with the continuous cultural revival of 42<sup>nd</sup> Street between 7<sup>th</sup> and 8<sup>th</sup> Avenues, building on the foundation of seven historic theaters to make extraordinary performing arts and cultural engagement part of everyone's life. The New 42nd Street fulfills this purpose by ensuring the ongoing vibrancy of 42<sup>nd</sup> Street's historic theaters; supporting performing artists in the creation of their work at the NEW 42ND STREET Studios and The Duke on 42nd Street; creating arts access and education at The New Victory Theater, New York's premier theater for kids and families; and through the New 42nd Street Youth Corps, its model youth development initiative, which pairs life skills workshops and mentorship with paid employment in the arts for NYC

youth. Inspired by the city it serves, The New 42nd Street is committed to the transformational power of the arts.

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