

At Playhouse on Park, we pride ourselves in telling stories that need to be told now. We don't believe in audiences having a casual, passive, theatre experience. We want to create an experience that people will talk about after they leave, to continue the conversation. *A Shayna Maidel* will educate, entertain, and challenge. We want to educate on the Holocaust because there are generations of people who are unaware of the travesties. According to a recent poll from the Washington Post, 66 percent of American millennials cannot identify what Auschwitz is.

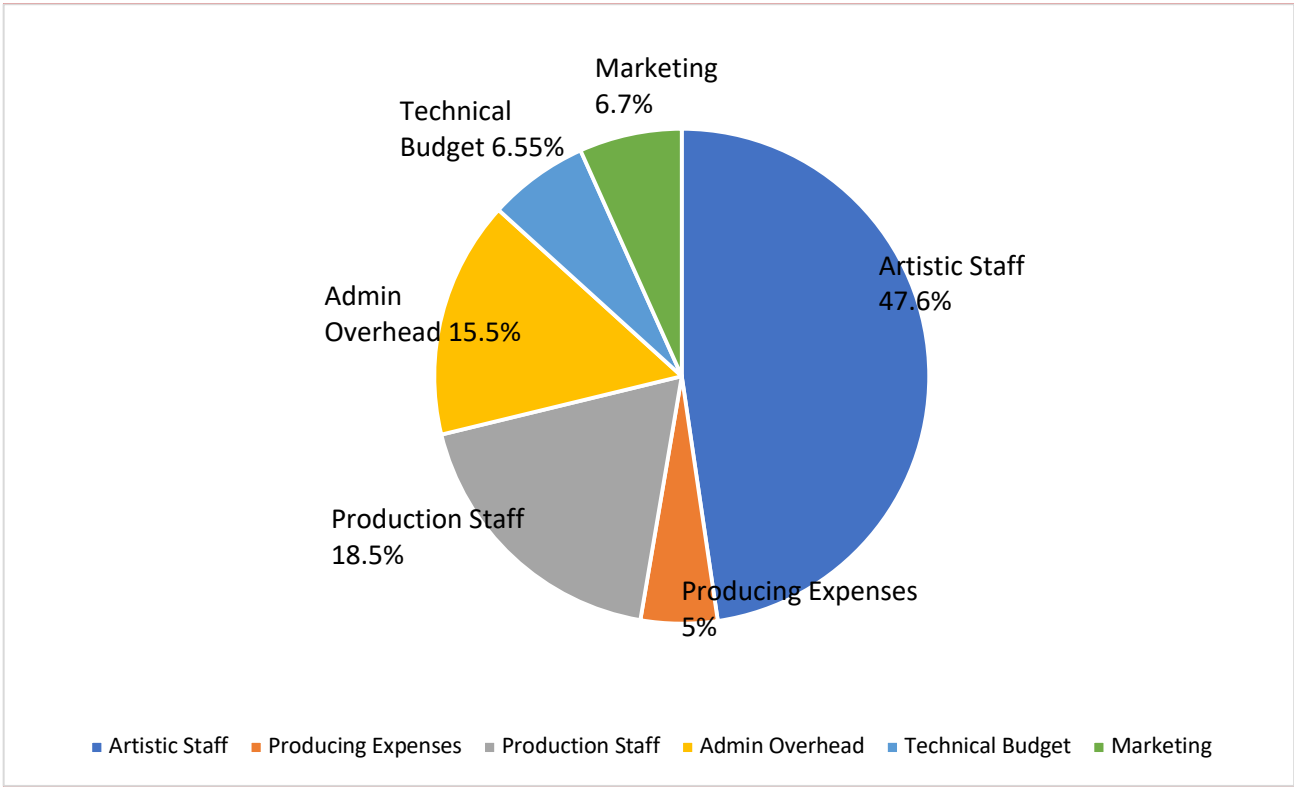
A powerful and poignant drama of survival and strength about two sisters trying to reconnect after years of separation brought on by the Holocaust. Although born in Poland, Rose, now in her twenties came to the United States with her father, Mordechai, at the age of four and is now completely "Americanized." The plan had been for Rose's mother and sister to join them. Their ordeal in the concentration camps, which only the sister survived, has brought a burden of guilt to the aging Mordechai and deeply mixed feelings as he awaits the arrival of his elder daughter, Lusie, who has, at last, found her way to America.

"At its core, *A Shayna Maidel* is about family. This family was torn apart by politics, war, and hatred, but this play is about the individuals whose lives were irreparably affected by the holocaust, not about "the holocaust" itself. Two sisters rebuild their lives, each seeing the life they so easily could have led. This play puts a human face on the effects of hatred and evil: hatred of an entire group of people leaves a scar on individuals who suffer immensely. Yet this play also shows hope and resilience. Despite everything, we press on and move forward always carrying with us the effects of the past but with dreams for the future. This play is an important reminder today. In *A Shayna Maidel*, America was the place where immigrants were welcomed to rebuild their lives. They could find help and hope in unexpected places. We need to remember what our country stands for, and make sure that we lead our lives with empathy, not with hatred and division" (*A Shayna Maidel* Director Dawn Navarro).

Playhouse on Park’s eleventh season honors women. Sisters Rose and Lusia are at the heart of *A Shayna Maidel*. Each grew up with such different experiences, and they are trying to come to terms with their new lives together. This is a story of redemption – of the ties that bind family members.

**A SHAYNA MAIDEL
FACTS AND FIGURES:**

TOTAL PRODUCTION EXPENSES: \$74,097



Amount to be raised by ticket sales: \$ 57,800
Amount needed through donations, grants, sponsorships, corporate funding: 16,297
Anticipated Number of Scheduled Performances: 24 with potential to add more
Anticipated Number of Audience Members: 3500
This production will be directed by: Dawn Loveland Navarro
Production Dates: October 30 – November 17



Playhouse Theatre Group (Playhouse on Park) General Information

Playhouse on Park is entering its eleventh anniversary season with a goal of offering high quality theatre at affordable prices. We want to make West Hartford known as a destination for the arts, while simultaneously benefitting the residents of the Greater Hartford community regardless of income level. In fact, a recent survey told us that 23% of our audience members come from a household with an annual income of less than \$60,000. Keeping ticket prices low is crucial to maintaining our comfortable, welcoming atmosphere.

Last season, Playhouse on Park had approximately 21,000 people come through its doors for performances and events. This season, we will be offering our seven-production Main Stage Season, six-show Comedy Night series, two productions for Young Audiences, School Day shows through our Literature Alive field trip program, and numerous other dance, music, and theatre events.

Playhouse on Park has an operating budget of approximately \$1,300,000. We plan to raise about \$800,000 of that through ticket sales, class tuition, and various forms of earned revenue. We rely on donations, sponsorships, grants, and corporate contributions to assist with the remaining \$500,000 needed to maintain our programming without greatly raising ticket prices.

Mission Statement

Playhouse Theatre Group, Inc. at Playhouse on Park is dedicated to providing quality entertainment at affordable costs to as broad an audience as possible; embracing and providing opportunity for professional, emerging and community artists; offering educational and outreach opportunities through visiting and/or resident artists and educators; creating and/or exploring opportunities to collaborate with other existing arts organizations; being fiscally responsible and accountable at all times; and continuing to be an integral member of the West Hartford community.

History

Playhouse Theatre Group, Inc. was formed in 2009 by Tracy Flater, Sean Harris, and Darlene Zoller. They were planning to rent the theatre known as the Park Road Playhouse for one week, when it announced it was closing due to the severe economic climate of the time. There was great concern among the leaders of the town of West Hartford that the space would become "just another boarded up building" on Park Road. Flater, Harris, and Zoller agreed to take on the lease for one year. That lease has since become a ten-year lease, and the space was renamed Playhouse on Park. Playhouse Theatre Group, Inc. became a 501(c)(3) organization in

September, 2010. Under their leadership, Playhouse on Park has become a professional theatre attracting award- winning directors, professional actors, playwrights, and designers.

Playhouse on Park has experienced incredible growth recently, with a particularly successful 2017-2018 season. We had our highest ever number of ticket buyers and our subscribers continue to grow! In 2015, Playhouse on Park was invited to be considered for the prestigious Connecticut Critics Circle. In 2018, Playhouse on Park was nominated for six Connecticut Critics Circle awards and won three of those awards. We won the Connecticut Critics Circle award for “Best Ensemble” for last season’s production of *The Revolutionists*. The Playhouse also received the “Seal of Approval” honor from the League of Professional Theatre Women for consistently hiring women behind the scenes, in creative roles, and on stage. We are only the third theatre in the state to have received this honor, along with Hartford Stage and Yale Repertory – such great company to be in! We are a past recipient of the Noah Webster Award, given for our commitment to the Town of West Hartford and its community. Playhouse on Park has also received numerous awards from BroadwayWorld.com, CT Now Best of Hartford Reader’s Poll, and The Best of Hartford Magazine. Money Magazine recognized Playhouse on Park for contributing to West Hartford’s ranking of #15 on the list of the nation’s Best Places to Live in 2016. Last but not least, our critical acclaim and audience feedback continue to be exceedingly positive.

Thank you so much for considering support of *A Shayna Maidel*. Should you have any questions regarding our request or require any additional information, please do not hesitate to contact us!

Sincerely,



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I agree to the terms of this advertisement agreement. Payment is enclosed, or will be paid according to the above installment plan. It is my responsibility to provide Playhouse on Park with my program ad and/or company logo in the deadlines provided at the time of this agreement.

Signature: _____

Important Information

Full page ad - \$300.00

Half page ad: \$180.00

Quarter page ad: \$100

Ad sizes are:

Full page: vertical only - 4 1/2" w x 7 1/2" h

1/2 page: horizontal - 4 1/2" w x 3 3/4" h or vertical - 2 1/4" w x 7 1/2" h

1/4 page: horizontal - 4 1/2" w x 1 3/4" h or vertical - 2 3/8" w x 3 3/4" h

Program ads should be print ready and sent to Rae Lucas at:

RLucas@PlayhouseTheatreGroup.org

Please contact us if you need graphic design services. ***We can assist you for a fee.***