



FOR IMMEDIATE RELEASE

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Blue Star Theatres and La Jolla Playhouse Present Event for Military Families
Blue Star Theatres Now Includes Over 150 Theatres Nationwide

New York, NY – Theatre Communications Group (TCG), the national organization for theatre, and Blue Star Families, the country’s largest chapter-based military families non-profit organization, are pleased to announce that on Saturday, October 29, a Blue Star Theatres event will be held from 2:00–4:00 pm PT by La Jolla Playhouse at The Rao and Padma Makineni Play Development Center, 2910 La Jolla Village Drive, La Jolla, CA. The event will include remarks by **Adrian Budhu**, deputy director/chief operating officer, TCG; **Steve McCormick**, director of education & outreach, La Jolla Playhouse; and **Kelly Wilson**, senior advisor for community development/San Diego regional director, Blue Star Families. This event for military families will include an **interactive Halloween quest** in which children will search for Creativity, which has gone missing. Participants will join a mysterious scavenger hunt and gather clues while enjoying hands-on craft-making and storytelling. Learn more and RSVP for the event [here](#).

“La Jolla Playhouse has long been a leader in connecting with military communities as well as finding innovative ways to engage people with theatre. What better way to celebrate Halloween than by engaging with military families in an event that inspires creativity and builds community?” asked **Teresa Eyring**, executive director, TCG. “We’re proud to support events like this across the country in partnership with Blue Star Families, and with leadership support from MetLife Foundation.”

One hundred and fifty three theatres in 42 U.S. states and territories have now joined the **Blue Star Theatres** program, providing a variety of theatre offerings to military personnel and their families. This initiative recognizes the profound contributions of service families and seeks to build stronger connections among theatres, military families, and their communities through unique programming, special discounts, and more.

“La Jolla Playhouse is deeply committed to serving the vital military community in San Diego, and we are honored to partner with TCG on this interactive, family-friendly event,” said **Michael S. Rosenberg**, managing director, La Jolla Playhouse. “Specially designed by our Education & Outreach team, the Halloween Quest offers families the opportunity to engage with the arts and the creative process in a unique, hands-on setting, as part of the Blue Star Theatres program.”

“Programs like Blue Star Theatres connect our local military and civilian communities, and offer families fun and enriching activities to enjoy together,” said **Kathy Roth-Douquet**, CEO, Blue Star Families. “We are excited about the growth of the program thanks to the generous support of the MetLife Foundation, and the contributions of TCG and the growing number of theatres across the country.”

TCG and Blue Star Families connect theatres with local bases and military families, and develop and disseminate best practices for engaging with deployed personnel, veterans, and service families. The Blue Star Theatres grant program supports projects that can include talk-backs, outreach programs, sponsored tickets, performances, playwriting workshops, readings, or workshops that focus on military themes and service. For more information about the Blue Star Theatres grant program, visit: <http://www.tcgcircle.org/category/blue-star-theatres/>



One hundred fifty-three TCG Member Theatres have signed on to participate in Blue Star Theatres. To find the full list, visit: <http://www.tcg.org/advocacy/bluestar/map.cfm>.

Blue Star Families is a national, nonprofit network of military families from all ranks and services, including guard and reserve, dedicated to supporting, connecting, and empowering military families. With our partners, Blue Star Families hosts a robust array of morale and empowerment programs, including Books on Bases, Blue Star Museums, Operation Honor Corps, Blue Star Careers, and Operation Appreciation. Blue Star Families also works directly with the Department of Defense and senior members of local, State, and Federal government to bring the most important military family issues to light. Working in concert with fellow nonprofits, community advocates, and public officials, Blue Star Families raises awareness of the challenges and strengths of military family life and works to make military life more sustainable. Our worldwide membership includes military spouses, children, parents, and friends, as well as service members, veterans, and civilians. For more information visit bluestarfamilies.org, facebook.com/bluestarfamilies, or twitter.com/BlueStarFamily.

MetLife Foundation was created in 1976 to continue MetLife's long tradition of corporate contributions and community involvement. Today, the Foundation is dedicated to advancing financial inclusion, committing \$200 million over the next five years to help build a secure future for individuals and communities around the world. MetLife Foundation is affiliated with MetLife, Inc, a leading global provider of insurance, annuities, and employee benefit programs, serving 90 million customers. Through its subsidiaries and affiliates, MetLife holds leading market positions in the United States, Japan, Latin America, Asia, Europe, and the Middle East. For more information, visit www.metlife.org.

The Tony Award-winning **La Jolla Playhouse** is internationally-renowned for creating some of the most exciting and adventurous work in American theatre, through its new play development initiatives, its innovative Without Walls series, artist commissions and residencies, including BD Wong, Daniel Beatty and Kirsten Greenidge. Currently led by Artistic Director Christopher Ashley and Managing Director Michael S. Rosenberg, the Playhouse was founded in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer, and reborn in 1983 under the artistic leadership of Des McAnuff. La Jolla Playhouse has had 25 productions transfer to Broadway, garnering 35 Tony Awards, among them *Jersey Boys*, *Memphis*, *The Who's Tommy*, *Big River*, as well as *Billy Crystal's 700 Sundays* and the Pulitzer Prize-winning *I Am My Own Wife*, both fostered as part of the Playhouse's Page To Stage Program. More at www.LaJollaPlayhouse.org.

For over 50 years, **Theatre Communications Group (TCG)**, the national organization for the American theatre, has existed to strengthen, nurture, and promote the professional not-for-profit American theatre. TCG's constituency has grown from a handful of groundbreaking theatres to nearly 700 member theatres and affiliate organizations and more than 11,000 individuals nationwide. TCG offers its members networking and knowledge-building opportunities through conferences, events, research, and communications; awards grants, approximately \$2 million per year, to theatre companies and individual artists; advocates on the federal level; and serves as the U.S. Center of the International Theatre Institute, connecting its constituents to the global theatre community. TCG is North America's largest independent publisher of dramatic literature, with 14 Pulitzer Prizes for Best Play on the TCG booklist. It also publishes the award-winning *American Theatre* magazine and ARTSEARCH®, the essential source for a career in the arts. In all of its endeavors, TCG seeks to increase the organizational efficiency of its member theatres, cultivate and celebrate the artistic talent and achievements of the field, and promote a larger public understanding of, and appreciation for, the theatre. www.tcg.org.

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