



**BROADWAY  RICHMOND**  
A NEDERLANDER PRESENTATION

**FOR IMMEDIATE RELEASE**

September 6, 2023

## **RPAA To Sponsor FREE Broadway In Richmond Tickets This Upcoming Season**

Richmond Performing Arts Alliance (RPAA) is excited to announce its partnership with Broadway In Richmond - A Nederlander Presentation for the upcoming 23/24 season with the launch of RPAA Night on Broadway. RPAA will sponsor a limited number of tickets available to individuals from designated communities for **free** to select Wednesday evening performances that will include a pre-show event complementing the show's theme.

These events will primarily have an educational focus with elements such as pre-show lectures, guided discussions, chatbacks, masterclasses/workshops, panels, mini-performances, or even a resource fair. Further educational supplements will also be provided by distributing lesson plans and study guides revolving around the show's themes, plot, and history to teachers through RPAA's school district partners. These study guides may serve as a resource to provide context and lead class exercises, assignments, and reflections for classes that are attending or are simply interested in exploring the show.

The series kicks off on October 18 with *Disney's Frozen*. Patrons will have the opportunity to fill out a form to attend RPAA Nights on the organization's website prior to each show and will be contacted by a staff member if their request has been accepted. For more information regarding RPAA Nights please visit <https://rpaalliance.com>.

RPAA strives to ensure that students, educators, and community members have equitable access to high-quality arts education and programming, supporting a thriving region known for its creative and vibrant culture.

**SOCIAL MEDIA:** Follow RPAA at @rpaalliance on Facebook and Instagram for updates

**MEDIA OPPORTUNITIES:** For all press and media inquiries regarding RPAA Night, please contact Ashley Moore at [amoore@rpaalliance.com](mailto:amoore@rpaalliance.com)

For all press and media inquiries regarding Broadway In Richmond, please contact Cindy Creasy at [cindy@creasywoolfolkconcepts.com](mailto:cindy@creasywoolfolkconcepts.com)

**LINK TO PHOTOS:** <https://bit.ly/rpaa-night-press>

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**Richmond Performing Arts Alliance (RPAA)**

**RPAA** advances the performing arts in the Richmond region through programs and resources that **SUPPORT** the artists of today, **NURTURE** the artists of tomorrow, and provide spaces for the arts to **THRIVE**. Its family of venues include Dominion Energy Center, home to the historic Carpenter Theatre, Libby S. Gottwald Playhouse, Rhythm Hall, and the Genworth BrightLights Education Center, as well as Altria Theater – the largest performance venue between New York and Atlanta. RPAA's BrightLights Education Initiatives provide accessible arts education to children throughout the Richmond region in the public school system, at community centers, and in the venues.

**Nederlander National Markets (Presenter)**

Nederlander National Markets, a Nederlander Presentation based in Chicago, is one of the largest presenters of Broadway series and engagements across North America. Currently, they oversee subscription seasons in more than 20 cities throughout the country. Nederlander continues the tradition of operating historic theaters, producing and presenting the best in theatrical and concert events, and innovating new ways to engage future generations of theatergoers.

**DATES:**

**DISNEY'S FROZEN:** October 11 – 22, 2023

RPAA Night: October 18, 2023

**SIX:** November 7 – 12, 2023

RPAA Night: November 8, 2023

**DR. SEUSS' HOW THE GRINCH STOLE CHRISTMAS! THE MUSICAL:** December 12 – 17, 2023

RPAA Night: December 13, 2023

**ANNIE:** January 16 -21, 2024

RPAA Night: January 17, 2024

**TO KILL A MOCKINGBIRD:** February 27 – March 3, 2024

RPAA Night: February 28, 2024

**TINA – THE TINA TURNER MUSICAL:** April 2 – 7, 2024

RPAA Night: April 3, 2024

**BEETLEJUICE:** June 4-9, 2024

RPAA Night: June 5, 2024