



FOR IMMEDIATE RELEASE

October 8, 2024

RPAA Night Serving the Community

After a successful first season of partnering with Broadway in Richmond to broaden access to theater in the Richmond community, RPAA is excited to expand this initiative to include performances by two of its Resident Companies this year, Richmond Symphony and Richmond Ballet.

"We're excited to partner with RPAA for the second year of bringing new and diverse audiences to the Altria Theater for Broadway in Richmond shows," says Ashley Gibson, Regional Marketing Director for Nederlander National Markets, presenter of Broadway in Richmond. "This partnership is about more than just giving away tickets – RPAA is excellent at presenting educational and creative pre- and post-show events that really engage our community in new ways. Arts and education have always enjoyed a synergistic connection, especially in efforts to expand the social wellbeing and the creative landscape of a community."

Richmond Performing Arts Alliance (RPAA) partnered with Broadway in Richmond during the 2023/24 Season on a program called RPAA Night to provide tickets to the community for select performances. Almost a thousand tickets were distributed for free across seven different performances to individuals in the region, 64% of whom had never attended a Broadway in Richmond performance before. Different groups were invited to apply for tickets ranging from educators and college students to families and industry artists to ensure that as many people as possible could experience a Broadway in Richmond performance. In addition to serving applicants from the community, RPAA partnered with Better Housing Coalition, Girls for a Change, and Jacob's Chance to provide tickets to their residents and program participants throughout the season. RPAA plans to continue partnering with these organizations to distribute tickets during the 2024/25 season.

"Thank you for a fabulous night of theater. I am a teacher and haven't been able to afford theater tickets for the family. I attended with my daughter who has only been to school or church performances. After the first song, she nudged me and whispered...mom...this is WAY different from a church play. She continued to mention it days following. Thank you for providing opportunities like this for theater for those of us who don't always get a chance to participate!"

-Ticket Recipient

According to Americans for the Arts, 81% of the population says the arts are a "positive experience in a troubled world," 69% of the population believe the arts "lift me up beyond everyday experiences," and 73% feel the arts give them "pure pleasure to experience and participate in." Having programs like RPAA Night available are important tools to unify communities and improve individual well-being through the arts. In addition to receiving tickets to the event, attendees of the program are invited to attend either a pre- or

post-show event in coordination with the show's theme. Taking on an educational focus, some past events include a resource fair, panel discussions, chatbacks with cast and crew, and workshops for youth. Further educational supplements are also provided to teachers through RPAA's school district partners. These tools 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.

UPCOMING RPAA NIGHT EVENTS

Shucked

Broadway in Richmond

October 30, 2024 | 7:30pm

Altria Theater

MAMMA MIA!

Broadway in Richmond

December 11, 2024 | 7:30pm

Altria Theater

Cinderella

Richmond Ballet

February 16, 2025 | 5:30pm

Dominion Energy Center

Moulin Rouge!

Broadway in Richmond

March 14, 2025 | 1:00pm

Altria Theater

A Beautiful Noise

Broadway in Richmond

April 16, 2025 | 7:30pm

Altria Theater

Play Ball!

Richmond Symphony

May 31, 2025 | 3:00pm

Dominion Energy Center

Some Like It Hot

Broadway in Richmond

June 4, 2025 | 7:30pm

Altria Theater

LEARN MORE ABOUT RPAA NIGHT: bit.ly/rpaa-night

LEARN MORE ABOUT BROADWAY IN RICHMOND: BroadwayInRichmond.com

SOCIAL MEDIA: Follow RPAA at @rpaalliance on Facebook and Instagram to follow this journey

MEDIA OPPORTUNITIES: For all press and media inquiries regarding RPAA Night, please contact Ash Moore at amoore@rpaalliance.com

LINK TO PHOTOS: <https://bit.ly/rpaa-night-press-photos-24>

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RICHMOND PERFORMING ARTS ALLIANCE (RPAA)

Advancing 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, Bob & Sally Mooney 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.