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STARTS

PORTLAND THEATRES UNITE IN 'GO SEE A PLAY' REVIVAL CAMPAIGN

Portland, OR – In response to recent industry challenges and the slow return to audiences from pre-pandemic levels, four theatre companies in Portland are launching a groundbreaking joint marketing campaign - *Go See a Play*. Envisioned by Artists Repertory Theatre (ART), Portland Center Stage (PCS), Portland Playhouse (PPH), and Profile Theatre (Profile), and funded by a grant from Oregon Community Foundation, the effort aims to invigorate the city's performing arts scene.

The *Go See a Play* campaign recognizes the vital role the arts play in bringing communities together, reflecting society, and fostering creativity. Now, with the impact of financial challenges and declining ticket sales, the urgency for a cohesive response has never been clearer. The *Go See a Play* campaign hopes to remind Portland of the transformative experiences only live Theatre can offer.

"Recovery requires unity. We believe that the challenges facing our theatres cannot be addressed in isolation. By coming together as a community, we can amplify our message and ensure that our theatres remain an integral part of Portland's cultural fabric," said Ela Roman, Marketing and Communications Director at Portland Playhouse.

Leslie Crandell Dawes Communications and Marketing Director, Artists Repertory Theatre, added, *"Upon the revelation that we were all vying for the same patrons in our quest for donations and ticket sales, the idea coalesced: rather than engaging in fierce competition, it was vital that we unite our efforts, forging a collaborative front to elevate and bolster one another. The vitality of our downtown hinges on a thriving cultural landscape. The power of theatre does just that - the power lies in the stories we tell and in the shared experiences. Together, we can build a stronger community, drawing upon our collective strength."*

Katie Watkins, Director of Marketing and Communications at Portland Center Stage, expands: *"Our core belief is unwavering: community above competition. We firmly hold that a win for one theatre is a win for all theatres, and the communities they serve. The economic ripple effect of robust theatres is profound. Portland builds economic momentum when theatres are packed. Hotels, restaurants, shops, and cafés experience a surge in demand, which can be directly linked to theatregoers."*

Eboni Lovell, Communications Director at Profile Theatre, concludes, *"The magic of theatre isn't just about the performances on stage; it's audiences, artists, and patrons coming together. As we unite, we don't just rebuild – we push Portland's artistic scene to new heights."*

The Go See a Play campaign can be found at www.pdxtheatre.org, which will be live on November 6th for seven weeks. This user-friendly website will help Portlanders discover the amazing offerings from our city's theaters, featuring single images of plays currently happening in theatres in and around Portland.

Go See a Play is centered around eye-catching artwork, which can be seen on the Billboards, Social & the Website. The artwork is bold, colorful, dynamic, and striking in its simplicity and diversity. The story adapts to the viewer and does not shy away from the audacity to be seen and heard.

The *Go See a Play* campaign focuses on a multi-pronged strategy:

Billboard Campaign: Strategic placements, including 15 Billboards & a Wallscape, throughout the city will invite everyone to *Go See a Play* and experience the power of live theatre.

Social Media Campaign: Leveraging the power of their own digital platforms, the *Go See A Play* campaign team will amplify messaging, and champion the idea of community over competition urging patrons to *Go See a Play* at any venue in town.

Advocacy: Leading the charge to advocate for the push for increased governmental support and funding to ensure the continued growth and sustainability of the arts in the region, especially in the lead up to the January sessions. The *Go See A Play* campaign team will hold letter writing sessions for the community at their theatres, and will also have letter writing stands (think "Letters to Santa," but now with advocacy!). Dates and times for those sessions & letter writing stand locations will be added to the www.pdxtheatre.org.

In a collective call to action, the *Go See a Play* campaign invites the entire community to join in their mission by going to see a production at any Portland theatre, and also through spreading the word within their own networks, and supporting the city's rich artistic heritage.

ENDS##

For further information, additional artwork, or interview requests, please contact Ela Roman at ela@portlandplayhouse.org or by calling (210) 954-0751.

Artwork Attached: *Go See a Play*, this is one of six billboard designs. Billboards go live on November 6th, 2023 for a seven week duration.

For a list of offerings for Portlanders to *Go See a Play*, please visit www.pdxtheatre.org (the site will be live by November 6th, 2023)

Notes for Editors

Billboard Locations:

1. SH 8 S/S, 0.25 mi W/O SE Brookwood Ave,
2. SW Canyon Rd 148 ft W/O 89th Ave NS,
3. SW Canyon Rd 148 ft W/O 89th Ave NS,
4. SW Canyon Rd 345 ft E/O 108th Av NS
5. SW Canyon Rd 345 ft E/O 108th Av NS
6. US 26 0.2 mi E/O NW 185th St SS
7. US 26 0.2 mi E/O NW 185th St SS
8. SH 8 55ft W/O SW 224th Ave,
9. SH 8 55ft W/O SW 224th Ave,
10. SH 8 S/S, 0.25 mi W/O SE Brookwood Ave,
11. I-5 0.95 mi S/O Chemawa WS
12. I-5 .25 mi N/O Portland Rd ES,
13. I-5 .25 mi N/O Portland Rd ES,
14. N 12th St 75 ft N/O Union St WS
15. Lancaster Dr 260 ft S/O Manor Dr WS
16. Lancaster Dr 260 ft S/O Manor Dr WS
17. SE McLoughlin Blvd E/S, 0.35 mi N/O Hwy 224,
18. SE McLoughlin Blvd 0.25 mi N/O Hwy 224 ES,
19. SH 212 0.2 mi E/O I-205 NS
20. SH 224 0.5 mi W/O I-205 SS,
21. I-205 0.35 mi N/O 82nd Dr Overpass ES

About Artists Repertory Theatre

Artists Repertory Theatre's mission is to produce intimate, provocative theatre and provide a home for a diverse community of artists and audiences to take creative risks. ART is the longest-running professional theatre in Portland. We have become a significant presence in U.S. regional theatre with a legacy of world, national, and regional premieres of provocative new work with the highest standards of stagecraft. ART's goal is to serve the rich multiplicity of our Portland community, and in the last regular season, served roughly 12,500 audiences, artists, and volunteers. Through our ArtsHub program, we support 15 organizations that range from small theatres to improv groups to Portland-area service organizations, engaging connections that reach several thousand more. Due to complex financial challenges we have suspended the production of plays in 2023/24 while we focus on strategic priorities to fully realize our vision for activating our newly renovated lobby venue in FY25 - bringing us back to our home theater on SW Morrison St., and catalyzing the completion of our long running capital campaign to fully renovate and occupy the building. Learn more at <https://artistsrep.org/about/>

About Portland Center Stage

Portland Center Stage's mission is to create transcendent theatrical experiences and community programs that break down the barriers separating people. We support our community in celebrating the full scope of humanity, appreciating difference, and fostering belonging. PCS was

established in 1988 as a branch of the Oregon Shakespeare Festival and became independent in 1994. Under the leadership of Artistic Director Marissa Wolf and Managing Director Liam Kaas-Lentz, the company produces a mix of classic, contemporary, and world-premiere productions, along with a variety of high-quality education and community programs. As part of its dedication to new play development, the company has produced 28 world premieres, many of which were developed at its JAW New Play Festival. PCS's home is The Armory, a historic building originally constructed in 1891. After a major renovation, The Armory opened in 2006 as the first building on the National Register of Historic Places, the first performing arts venue in the country, and the first building in Portland to achieve a LEED Platinum rating. Portland Center Stage is committed to identifying and interrupting instances of racism and all forms of oppression through the principles of inclusion, diversity, equity, and accessibility (IDEA). Learn more at pcs.org/idea.

About Portland Playhouse

Portland Playhouse, now in its 16th season of making theatre for diverse audiences in Portland, is a space for people of all backgrounds to come together to celebrate the complexity of our shared human condition. Portland Playhouse is dedicated to producing quality, intimate, performances in which the interaction between artists and audience is paramount. We envision a world awakened by the wonder of theatre. The Playhouse is a nonprofit theatre dedicated to artistic excellence and community engagement. Our mission is grounded in the belief that theatre is a space where people can come together to celebrate the complexity of the human experience.

About Profile Theatre

Founded in 1997, Profile Theatre quickly established itself as a leading voice in Portland's cultural scene. In 2010, Profile was awarded the inaugural New National Theatre Company Award from the American Theatre Wing, designed to bring national attention to "the most inspiring and innovative theatre companies on our national landscape." Profile has twice been recognized by Advance Gender Equity in the Arts for its leadership in the field. During their 2021-22 season, Profile presented *The Oldest Profession* by Paula Vogel at a special presentation at "Old Moldy Stages," which was a collaboration with Portland Opera and Portland State University to create a new venue inside the historic Barge Building at Zidell Yards. The final two productions of that season were from the brilliant mind of Pulitzer finalist, Branden Jacobs-Jenkins. *Gloria* and *Appropriate* were presented at Imago Theatre.

Profile's special 2-year 25th Anniversary season kicked off with the Pulitzer finalist play from Kristoffer Diaz, *The Elaborate Entrance of Chad Deity*, which Oregon ArtsWatch called "one of the most impressive productions of the season," followed by Lauren Yee's *King of the Yees*, and Diaz's first produced play, *Welcome to Arroyo's*, and *How to Make An American Son* by christopher oscar peña which Willamette Week called, "deliciously original storytelling." Profile's 2023-2024 season will include three world premieres by Profile's 2022-2024 Featured Playwrights.

Now in its 26th season, Profile Theatre's mission centers a season of world-class productions and community engagement activities around season-long Featured Writers whose vision broadens our perspective on the world and deepens our collective compassion.