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Theatre Communications Group Presents
STAGE MATTERS
A short video on why / how / if theatre matters in America

NEW YORK, NY – Theatre Communications Group (TCG) is proud to present **STAGE MATTERS**, a video that captures artists, theatre leaders, patrons, educators, corporate executives and politicians, around the country, speaking about the value of theatre and challenges that face the theatre community. In 2009 alone, 80,000 professional artists in those companies impacted more than 30 million audience members.

“Theatre has had an extensive impact in countless communities, and extraordinary work continues to break new ground,” said Teresa Eyring, executive director of TCG. “It is our hope that **STAGE MATTERS** will create a groundswell of awareness about the value and magnitude of theatre in the U.S.”

To view **STAGE MATTERS**, visit: www.tcb.org/stagematters. Please share the video as a tool to gather support for theatre and ensure a vibrant theatre community for centuries to come.

TCG created Stage Matters in collaboration with Firefly: Theater & Films. This project is supported in part by an award from the National Endowment for the Arts.

Theatre Communications Group (TCG), the national organization for the American theatre, exists to strengthen, nurture and promote the professional not-for-profit American theatre. Founded in 1961, TCG’s constituency has grown from a handful of groundbreaking theatres to nearly 700 member theatres and affiliate organizations and more than 12,000 individuals nationwide. TCG offers its members networking and knowledge-building opportunities through conferences, events, research and communications; grants approximately \$2 million per year to theatre companies and individual artists; advocates on the federal level and serves as the US Center of the International Theatre Institute, connecting its constituents to the global theatre community.

TCG is the nation’s largest independent publisher of dramatic literature, with 11 Pulitzer Prizes for Best Play on our 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.