



# BAY AREA ARTS TOGETHER

## FOR IMMEDIATE RELEASE

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## OVER 100 SAN FRANCISCO BAY AREA ARTS AND CULTURAL ORGANIZATIONS UNITE FOR **#BayAreaArtsTogether**

Aimed at building confidence for a safe and healthy return to in-person performances, exhibits and events, the campaign will remind patrons of the power of the arts to connect, heal, and unify

SAN FRANCISCO (November 9, 2021)—Over 100 arts and cultural organizations from throughout the San Francisco Bay Area have joined forces to create **#BayAreaArtsTogether**, an integrated marketing and communications campaign aimed at building confidence for the safe and healthy return to in-person performances, exhibits, and events. Using a series of videos and print & digital assets that focus on one word—READY—the campaign will serve as a reminder to patrons of the power of the arts to connect, heal, and unify.

**#BayAreaArtsTogether** was created in recent months out of a shared interest in working together to ensure Bay Area residents feel comfortable returning to arts and cultural organizations that have been closed for such a long time due to the COVID-19 pandemic. While numerous studies have shown that patrons are excited about the return of in-person events, there's understandably a level of hesitancy that accompanies the re-entry process, ultimately impacting how and when organizations re-open. With safety and health at the forefront, **#BayAreaArtsTogether** aims to unite the Bay Area community around the arts.

"Over the summer many arts and cultural leaders were discussing how we can ignite the Bay Area community to return to our offerings after being sheltered-in-place for such a long time," said **Jennifer Bielstein**, Executive Director of American Conservatory Theater, who spearheaded the effort. "We rolled up our sleeves and came together around how our community has missed what arts and culture bring to their lives and how we are collectively READY to welcome people into in-person arts experiences again. We're READY to explore, learn, laugh, be moved, be inspired, and get re-connected to each other."

**#BayAreaArtsTogether** is the result of a collective efforts involving a number of individuals who volunteered their time and talent to create the shared campaign. **Larry Williams** (Creative Director, San Francisco Symphony) and **Jayme Catalano** (Director of Marketing and Communications, Shotgun Players) created the messaging concept and designed the materials. **Elizabeth Orcutt** (Communications Director, Diablo Regional Arts Association), **Peter Chenot** (Director of Marketing, TheatreWorks Silicon Valley), and **Sunshine Lampitoc Smith** (Communications Manager, Theatre Bay Area) developed the website for the group's efforts. Additional copy

was created by **Lindsay Wright** (Associate Director of Communications, Oakland Museum of California) and **Nisha Gulati** (Associate Director of Digital Strategy, Oakland Museum of California). **Kevin Kopjak** (Founder, Prismatic Communications) is leading the public relations efforts.

The #BayAreaArtsTogether Steering Committee includes:

**Ambassador Theater Group/BroadwaySF/Curran** (Rainier Koeners), **American Conservatory Theater** (Jennifer Bielstein, Gracie Brakeman), **Arts for a Better Bay Area** (Susie McKinnon), **Asian Art Museum** (Tim Hallman), **BATS Improv** (Alazja Kirk), **Berkeley Repertory Theatre** (Susie Medak, Steve Tate), **Berkeley Symphony** (Jim Tibbs), **California Shakespeare Theater** (Sarah Williams), **David Brower Center** (Verna Lim), **Diablo Regional Arts Association** (Elizabeth Orcutt), **Feinstein’s at the Nikko** (Randy Taradash), **Festival Opera** (Zachary Gordin), **Leshner Center for the Arts** (Courtney Egg, Toni Kilcoyne), **Livermore Arts** (Ruth Eggherman, Andrew Kracht), **Luther Burbank Center for the Arts** (Anita Wigglesworth), **Marin Theatre Company** (Meredith Suttles), **Museum of the African Diaspora** (Monetta White), **Oakland Museum of California** (Mary Dixon, Lori Fogarty, Nisha Gulati, Lindsay Wright), **ODC** (Carma Zisman), **Playful People Productions** (Barbara Galiatto), **Prismatic Communications** (Kevin Kopjak), **Project Level** (Danielle Banks), **Safehouse Arts** (Joe Landini), **San Francisco Opera** (Jordan Amann), **San Francisco Shakespeare Festival** (Toby Leavitt), **San Francisco Symphony** (Laura Bergmann, Marni Cook, Larry Williams), **SFBATCO** (Adam Maggio, Isa Musni), **Shotgun Players** (Jayme Catalano, Liz Lisle), **South Bay Musical Theatre** (Sara Dean), **Theatre Bay Area** (Brad Erickson, Sunshine Lampitoc Smith), **TheatreWorks Silicon Valley** (Peter Chenot, Phil Santora), **Walnut Creek Arts and Rec** (Carolyn Jackson), and **Yerba Buena Center for the Arts** (Deborah Cullinan, Leslie Irwin, Jonathan Moscone).

The health and safety of the community is a top priority when returning to in-person performances, exhibits, and events. Each #BayAreaArtsTogether organization has established its own set of COVID-19 protocols and guidelines that follow updated state and county protocols. Patrons are encouraged to visit the respective organizations’ websites for up-to-date information regarding entry requirements.

Participating organizations (*to date*) include:

42nd Street Moon	Children’s Musical Theater San Jose	Mountain Play Association	San Francisco Shakespeare Festival*
Ambassador Theatre Group*	Chinese Culture Center of San Francisco	Mountain View Center for the Performing Arts	San Francisco Symphony*
American Conservatory Theater*	Chitresh Das Institute	Museum of the African Diaspora*	San Francisco Travel
Arts for a Better Bay Area*	City Arts & Lectures	New Ballet	San Francisco War Memorial & Performing Arts Center
ArtSpan	City Lights Theater Company	New Conservatory Theatre Center	San Jose State University
Asian American Women Artists Association	Club Fugazi Experiences	Oakland Interfaith Gospel Choir	San Ramon Performing Arts
Asian Art Museum*	Crowded Fire Theater Company	Oakland Museum of California*	SFBATCO*
Asian Pacific Islander Cultural Center	Cultural Affairs Commission, City of Oakland	ODC*	SFJAZZ
Aurora Theatre Company	Curran*	Opera San Jose	Shotgun Players*
BATS Improv*	David Brower Center*	Palo Alto Players	Smuin Contemporary Ballet
Bay Area Book Festival	Destiny Arts Center	Peninsula Ballet Theatre	SOMArts Cultural Center

Bay Area Children's Theatre	Diablo Regional Arts Association*	Peninsula Youth Theatre	South Bay Musical Theatre*
Bay Area Discovery Museum	Exploratorium	Peralta Hacienda Historical Park	Teatro Visión
Bedford Gallery	Feinstein's at the Nikko*	Piedmont East Bay Children's Choir	The Contemporary Jewish Museum
Berkeley Art Museum and Pacific Film Archive	Festival Opera*	Playful People Productions*	The Hammer Theater
Berkeley Repertory Theatre*	Fine Arts Museums of San Francisco (de Young and Legion of Honor)	Prismatic Communications*	The Marsh
Berkeley Symphony*	Freight & Salvage	Project Level*	The Mexican Museum
Broadway San Jose	Fuse Theatre	Rhythmix Cultural Works	The Pear Theatre
BroadwaySF*	Golden Thread Productions	Robert Moses' Kin	Theatre Bay Area*
Cal Performances	Hayward Arts Council	Safehouse Arts*	Theatre Rhinoceros
California Shakespeare Theater*	Hillbarn Theatre	San Francisco Arts Commission	TheatreWorks Silicon Valley*
California Symphony	Leshner Center for the Arts*	San Francisco Ballet	Walnut Creek Arts and Rec*
Center for Community Arts	Livermore Arts*	San Francisco Conservatory of Music	Yerba Buena Center for the Arts*
Center REpertory Company	Livermore Shakespeare Festival	San Francisco Gay Men's Chorus	Yerba Buena Gardens Festival
Central Works	Luther Burbank Center for the Arts*	San Francisco Museum of Modern Art	Young Performers Theatre
Chabot College Performing Arts Complex	Magic Theatre	San Francisco Opera*	Z Space
Children's Creativity Museum	Marin Center & Marin Veterans Memorial Auditorium	San Francisco Performances	
Children's Museum of Sonoma County	Marin Theatre Company*	San Francisco Playhouse	

\* member of the steering committee

To view examples of the #BayAreaArtsTogether campaign or to download the #BayAreaArtsTogether sizzle reel, click [here](#).

For more information on #BayAreaArtsTogether or to get involved, visit [www.bayareaartstogether.org](http://www.bayareaartstogether.org). All arts and cultural organizations and disciplines from around the San Francisco Bay Area are welcomed to join.

###

**READY TO INSPIRE**

#BayAreaArtsTogether

**READY FOR AWE**

#BayAreaArtsTogether

**READY TO PLAY**

#BayAreaArtsTogether

**READY TO WATCH**

#BayAreaArtsTogether

**READY FOR CURIOSITY**

#BayAreaArtsTogether

**READY TO HEAL**

#BayAreaArtsTogether