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Broadway
TheatreStudio

THE ACTORS FUND JOINS PLAYBILL VTF LIVE

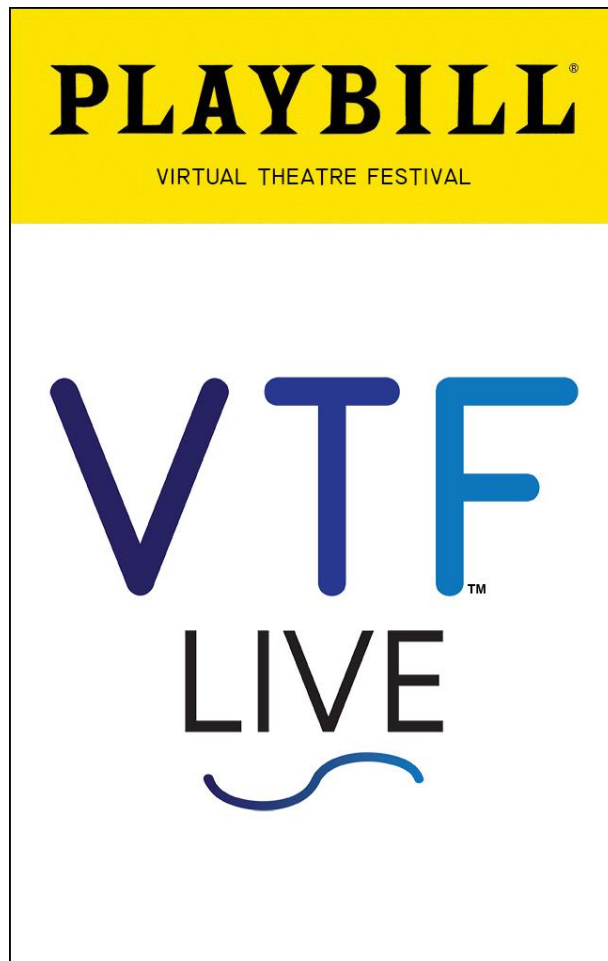
BROADWAY THEATRE STUDIO

PROUDLY ANNOUNCES

THE ACTORS FUND WILL BE THE CHARITY PARTNER FOR THE SUMMER 2020 PLAYBILL VIRTUAL THEATRE FESTIVAL

*Submissions are now open for the three-day festival which will award two \$1,500 prizes,
and use cutting-edge technology to bring the live theatre experience online.*

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(New York, NY) – **PLAYBILL VIRTUAL THEATRE FESTIVAL** will donate \$1 from the sale of each **SUMMER 2020 PLAYBILL VTF LIVE** virtual festival ticket to **THE ACTORS FUND**, a renowned national human services organization that fosters stability and resiliency and provides a safety net for performing arts and entertainment professionals over their lifespan. **PLAYBILL VTF LIVE** (<https://vtf.live>) will present new works created specifically for live-online performance and will award two \$1,500 cash prizes, one to a festival winner chosen by a panel of judges and the second to an Audience Choice winner voted on by festival viewers. **BROADWAY THEATRE STUDIO**, creators of the long-running **IMBIBLE** series of Off-Broadway musicals, will produce the festival, which will be hosted by theatre media icon **PLAYBILL** and run exclusively on Playbill.com in August. **BETERRIFIC**, industry leaders in live-streaming productions, will provide the cutting-edge technology and experience necessary to successfully translate the live theatre experience to live-online. Submissions are open through June 19th on the festival website at **VTF.LIVE/SUBMIT**, and virtual tickets will be available in the coming weeks.

“We have our roots in theatre festivals,” says Executive Producer Anthony Caporale. “**THE IMBIBLE: A SPIRITED HISTORY OF DRINKING** opened at the New York International Fringe Festival in 2014 for what was supposed to be five performances, and that launched our company into a six-year run with over 1,500 performances of four different shows.” Artistic Director Nicole DiMattei adds, “We feel very close to festival theatre, and creating a new festival platform is a labor of love for us.”

PLAYBILL VTF LIVE encourages theatre artists to think outside the black box and develop new forms of live theatre that can be experienced simultaneously with other audience members, regardless of physical location or proximity. “While audiences remain unable to come to the theatre, Playbill is determined to bring theatre to audiences,” says Alex Birsh, Playbill’s Vice President and Chief Digital Officer. “This exciting new festival is a perfect fit for our new digital programming, and we’re eager to see what you come up with!” Shows selected to participate will be performed in real time during the festival broadcast, and entrants are encouraged to create works that fully embrace and showcase the live aspect of their productions, as well as the value of shared events. “Playbill VTF Live will bring people together in a new and exciting way,” notes BeTerrific CEO Michael Artsis. “We are proud to be leading the charge technologically, and we look forward to pushing the limits to make this a magical experience.” Broadway Theatre Studio is assembling a distinguished panel of judges to choose a winning production, and there will also be an Audience Choice winner selected by festival attendees. Each winner will receive a \$1,500 cash prize, and there is no cost to submit or present in the festival.

“No one is sure what theatre will look like moving forward,” DiMattei observes, “but we do know it will look different.” **PLAYBILL VTF LIVE** is also certain that tomorrow’s theatre-makers will be instrumental in re-conceiving our art form, and discovering new tools, techniques, and experiences that we can’t even imagine today. “We see Playbill VTF Live as a way to crowdsource the solutions we need to speed theatre’s recovery, as well as a means to advance live performance in ways that will remain valuable and relevant afterward,” concludes Caporale.

Theatre fans looking to view the festival will be able to purchase an all-access virtual festival pass for only \$2.99, with \$1 from each ticket going to **THE ACTORS FUND**.

BROADWAY THEATRE STUDIO is the producer of **THE IMBIBLE** series of Off-Broadway musicals. Now in their sixth year as some of the longest-running Off-Broadway shows in history, **THE IMBIBLE** musical comedies consistently receive rave reviews from both critics and guests alike. BTS began producing shows in NYC theatre festivals, and **THE IMBIBLE: A SPIRITED HISTORY OF DRINKING** originally premiered at the 2014 New York International Fringe Festival, where it sold out every performance and was encored for an extended run. Following this festival success, BTS opened the show Off-Broadway and has since added three additional long-running productions to **THE IMBIBLE** series.

PLAYBILL is the exclusive magazine for Broadway and Off-Broadway theatregoers, providing the information necessary for the understanding and enjoyment of each show, including features articles and columns by and about theatre personalities, entertainment, travel, fashion, dining and other editorial pieces geared to the lifestyle of the upscale, active theatre attendee. **PLAYBILL** also proudly serves New York's three most prominent performing arts venues: the Metropolitan Opera House, Lincoln Center (Avery Fisher Hall, Alice Tully Hall, New York State Theater), and Carnegie Hall. With over 2 million monthly unique visitors, Playbill.com is the preeminent site for theatre news and features, delivering high-quality content to audiences around the world.

BETERRIFIC media is delivered through devices and apps on Amazon Fire, AppleTV, Roku, Android TV, iOS, Android as well as directly on BeTerrific.com and other syndication outlets. They are a partner of Twitch.tv, where their programming can be seen on the front page. **BETERRIFIC** was founded by five-time Emmy Award-winning host, producer, journalist and director Michael Artsis and a team of award-winning journalists and video production specialists. The name "BeTerrific" pays homage to Michael's grandfather Jerry, a WWII veteran of the 16th Camera Combat Unit who, whether healthy or ailing always said he was "terrific" when he chatted with people. He never gave up and always soldiered on.

THE ACTORS FUND is a national human services organization that fosters stability and resiliency and provides a safety net for performing arts and entertainment professionals over their lifespan. Through offices in New York, Los Angeles and Chicago, The Fund serves everyone in film, theater, television, music, opera, radio and dance with programs including social services and emergency financial assistance, health care and insurance counseling, housing, and secondary employment and training services.

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Submissions: <https://vtf.live/submit>

Facebook: facebook.com/virtualtheatrefestival

Twitter: twitter.com/theatre_virtual

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Images are available for download at vtf.live/images.