

A.C.T. AMERICAN CONSERVATORY THEATER

CAREY PERLOFF, ARTISTIC DIRECTOR | ELLEN RICHARD, EXECUTIVE DIRECTOR

FOR IMMEDIATE RELEASE

Media Contact: Kevin Kopjak, Charles Zukow Associates | 415.296.0677 | kevink@charleszukow.com

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AMERICAN CONSERVATORY THEATER ANNOUNCES THE LAUNCH OF STAGE COACH

Made possible by a \$600,000 grant from The James Irvine Foundation, Stage Coach is a mobile pop-up theater that will transform public arenas into temporary, intergenerational, communal gathering spots for participatory theater arts experiences!

SAN FRANCISCO (August 6, 2014) – **American Conservatory Theater (A.C.T.)** announced today the launch of **Stage Coach**, a mobile pop-up theater that will transform public arenas into temporary, intergenerational communal gathering spots for participatory theater arts experiences. Expanding on the audience engagement and community outreach strategies spearheaded by A.C.T.'s Education Department in recent years, Stage Coach will provide stand-alone theatrical experiences at street fairs and festivals throughout the city, as well as establish ongoing residencies in three San Francisco neighborhoods: Central Market/Tenderloin; Bayview/Hunter's Point; and Mission/Excelsior. Through a variety of activities, A.C.T. will engage with San Francisco's diverse communities and provide a public gateway to participating in theater arts as a way for individuals and communities to share their stories. Stage Coach is made possible by a \$600,000 grant provided by **The James Irvine Foundation**.

Says **Ellen Richard**, A.C.T. Executive Director: "Through this generous grant provided by The James Irvine Foundation, Stage Coach will go into the streets and interact with San Francisco's diverse communities, including those that might not otherwise be exposed to theater. Spectators will be able to come on the pop-up theater stage and participate in creating the art by joining the actors and becoming performers themselves. We are all excited about seeing what comes from this."

Through Stage Coach, A.C.T. will reach thousands of San Franciscans by partnering with three large, regularly scheduled street festivals—Off the Grid, 3rd on Third, and Sunday Streets—to create a monthly presence in several San Francisco communities. In the near future, Stage Coach will also bring theatrical experiences to popular cultural events throughout the City. Professional A.C.T. teaching artists and Master of Fine Arts Program students will lead Stage Coach activities, including performances, theater games, and community forums, to engage intergenerational audiences. Through residencies in each of the focus neighborhoods, Stage Coach will engage participants of all ages in deep dramatic exploration of their own stories as well as those of their communities.

For more information about Stage Coach, please contact Rebecca Struch, A.C.T. Community Producer, at 415.439.2438 or rstruch@act-sf.org.

