

AWARE AT THE SQUARE

A QUARTERLY NEWSLETTER FROM THE EDUCATION COMMITTEE

Winter 2007-2008

Fourth Quarter
Issue 1

In This Edition

Welcome to the first edition of the Partners Education Committee newsletter! New this year, the newsletter is designed to inform Partners about arts education happenings at Playhouse Square and promote the mission of the Education Committee. Feel free to pass it along to friends, family, neighbors, and co-workers. We hope you enjoy this inaugural issue, and look forward to your feedback on how we can improve future editions to better inform you!

TINSEL TOWN PARTY 2007

Have fun this holiday season while supporting a great cause! Learn about the Tinsel Town Party, Partners Education Committee's main fundraiser. All proceeds from this party benefit the Playhouse Square Partners Arts Education Fund (see below).

SCHOOL BUS SUBSIDIES

Help us bring the magic of the theater to kids by bringing kids to the theater! Learn about the Playhouse Square Partners Arts Education Fund, which provides bus subsidies for area school children. See Story on Page 2.

ARTS EDUCATION EVENTS

Read about highlights from recent Playhouse Square Arts Education events, and find out what's coming up this winter! See Page 3.

PLAYHOUSE SQUARE FACTS

Think you know everything about Playhouse Square? Read about the history of Playhouse Square on Page 4.

Playhouse Square Partners present...

tinsel town party

The Education Committee cordially invites you to bring the whole family down to the Idea Center at Playhouse Square (1375 Euclid Avenue) on Saturday, December 1st for the seventh annual Tinsel Town Party. This special event takes place from 3 pm to 5 pm, following the Ballet San Jose's matinee performance of the holiday classic *The Nutcracker* in the State Theater. Tickets to the ballet are sold separately, and are not required for admittance to the Tinsel Town Party.

At the event, children will enjoy a variety of fun holiday crafts and hands-on activities. A holiday raffle

and silent auction offer the chance to win great family-friendly prizes. At the end of the afternoon, families can unwind with delicious snacks and homemade cookies, a cup of hot cocoa, and a story. Santa Claus will take a break from his busy holiday schedule to attend. New this year, we also have two additional special guests: Moondog, the Cleveland Cavaliers' mascot, and Slider, the Cleveland Indians' mascot, will join us for photos and fun!

Tickets for the Tinsel Town Party are \$7 for adults, \$14 for children, or \$35 for a family-of-four package. Tickets are half price for members of Playhouse Square Pals, so now is a great time to join if you are not already a member. To reserve your tickets to the Tinsel Town Party, and/or to become a member of Pals, please call Molly at 216-771-4444, ext. 3247. If you are interested in purchasing tickets to *The Nutcracker*,

please call the Playhouse Square Box Office toll-free at 1-800-766-6048.

All proceeds from this event directly benefit the Playhouse Square Partners Arts

Education Fund, which provides bus subsidies for school children in the Greater Cleveland area (see *School Bus Subsidies* on page 2). Last year, this party was attended by over 200 guests, and raised enough money to bring approximately 175 kids to the theaters. Help us do even better this year, while treating your kids to a day of holiday fun! Tickets are limited, so don't miss out – buy your tickets today!



Kevin Grobelny, Partners co-chair, and family have fun with the cast of *The Nutcracker* at the 2006 Tinsel Town Party.

Reserve your tickets to the Tinsel Town Party Today!

SCHOOL BUS SUBSIDIES

Help us bring the magic of the theater to kids by bringing kids to the theater

Do you remember the first time you went to the theater as a child? The lights, the costumes, the sets... For many of us, that first foray into the arts is a magical experience that we treasure for the rest of our lives. You can help us share that magic with school children in the Cleveland area.

While schools are often able to obtain discounted tickets for events and performances at Playhouse Square, the cost of transportation can be prohibitively expensive. One of the primary roles of the Partners Education Committee is to help raise money for the Playhouse Square Partners Arts Education Fund; this fund helps bring Cleveland area school children to Playhouse Square by subsidizing the cost of renting and operating school buses.

The Partners Education Committee's largest fundraiser for the "Bus Fund" is the annual Tinsel Town Party (see story on page 1). We also raise money for this fund with fun activities at various Partners events throughout the year, including the new Education Committee 50/50 raffle. Chances can be purchased 1 for \$5 or 5 for \$20, and are offered at Partners monthly committee meetings. The winner will be selected by a random drawing at the final committee meeting in May 2008. The pot is already up to \$150!

Our goal for the 2007-2008 season is to raise enough money to bring 250 children to Playhouse Square this year. We are well on our way to our goal, but we have a long way to go! Keep track of our progress in future editions of *Aware at the Square*.



Thanks to your support, so far this year we have raised enough money to bring 50 children to Playhouse Square!

How To Get Involved

The Playhouse Square Partners Education Committee is looking for **enthusiastic supporters** of arts education to join us in fulfilling our mission to promote arts education at Playhouse Square. To accomplish this mission, we have **two main goals**: to raise money for the Playhouse Square Partners Arts Education Fund (see above), and to inform Partners about arts education events at Playhouse Square. There are many ways to get involved in helping us meet these goals.

Do you love kids? A great way to get involved is to help us with our Tinsel Town Party fundraiser (see story on page 1)! If you have kids, you can **have fun while supporting a good cause** by bringing them to the party. Don't be discouraged if you don't have wee ones to bring, because we also need volunteers to bring cookies and snacks, donate child-friendly raffle prizes, lead children through the activities and crafts, and clean up after the event.

To volunteer for Tinsel Town, please contact Education Committee co-chair, Sarah Pope, at popesarah@usa.net.

Want to help spread the word? Help us put together the next edition of *Aware at the Square!* Volunteers can help choose content, write copy, and edit our newsletter. We want to put out four issues a year to keep Partners up-to-date with Education happenings at Playhouse Square, so we need help year round. **To volunteer for the newsletter**, please contact Education Committee co-chair, Andrea Ladd, at aladd@tax-aid.com.

Have other great ideas? Send us an email, or drop in on a committee meeting and share them!



Amens in den Lederhosen (Ants in the Pants) was a popular Education Committee fundraising activity at this year's Oktoberfest-themed Membership Open House.

AUTUMN HIGHLIGHTS

FROM THE ARTS EDUCATION DEPARTMENT

Most of us know about the fantastic performance line-up at Playhouse Square. But did you know that the Playhouse Square Arts Education Department offers a variety of classes, workshops, and activities throughout the year as well? Here are some of the highlights from the past few months.

In October, Partners who attended the "Partners Night" performance of *The Drowsy Chaperone* on October 24th were invited to a special pre-show reception at the Idea Center. The reception was a chance for Partners to meet and mingle before the show while enjoying complimentary drinks and appetizers. The reception was followed by a fun and informative presentation by Joe Garry, who has more than 30 years of theatrical experience. Part of the popular *Broadway Buzz* series, Garry's 30 minute pre-show talk gave attendees the "inside scoop" on the show. *Broadway Buzz* presentations take place in the Idea Center one hour before all Keybank Broadway Series performances. Look forward to pre-show receptions at other "Partners Night" performances in the future.

On October 18th, area educators joined the Playhouse Square Arts Education Department for an afternoon of hands-on workshops. A variety of make-and-take activities were offered for teachers to take back to their classrooms.

On Saturday, September 15th, Northeast Ohio's best amateur singers and dancers competed in the Rising Star Talent Competition on the stages at Playhouse Square. Andrew Chaloupek and Emily Filipski, representing Revolution Dance Academy in Broadview Heights, took home the trophy as the overall winners of the competition.



Northeast Ohio educators explore the use of spoken word in the classroom.



The finalists of Playhouse Square's 2007 Rising Star Talent Competition.

UPCOMING EDUCATION EVENTS

Check out these winter events offered by the Playhouse Square Arts Education Department!

DEC 1

Tinsel Town Party, 3-5pm, Idea Center at Playhouse Square

NOV 27 - DEC 9

Broadway Buzz pre- and post-show activities for *Twelve Angry Men*, Idea Center at Playhouse Square

JAN 18

Slam U Writing Workshop for Teens

FEB 5 - MAR 27

Slam U Drop-Ins on Tuesdays and Thursdays

JAN 19

The Very Hungry Caterpillar and Other Eric Carle Favorites, 11 am, 2 pm, and 5 pm, the Ohio Theatre

Project Discovery Workshop with *The Very Hungry Caterpillar*, 12:30 pm and 3:30 pm, Idea Center at Playhouse Square

JAN 21 - MAR 10

"Just Jazz" dance class for adult beginners, Mondays from 6-7:30 pm

JAN 21 - FEB 25

"Cabaret 101" class for adults, Mondays from 5-9 pm

JAN 22 - MAR 11

Hip Hop Dance class for adult beginners, Tuesdays from 6-7:15 pm

FEB 1

4-ISH Teen Night, Idea Center at Playhouse Square

FEB 22

Slam U Performance Workshop for Teens

FEB 22

Wicked Teen Night, Idea Center at Playhouse Square

Construction Alert

Please be aware that construction is currently in progress for the Euclid Corridor Project. This construction may affect traffic and parking in front of the Playhouse Square theaters on Euclid Avenue. For more information about how the construction of Euclid Avenue may affect your visit to Playhouse Square, please visit www.euclidtransit.org.

Question & answer

Find out more at:
www.playhousesquarepartners.com

Last year, your Partners membership fee helped raise nearly \$90,000 for the Playhouse Square Foundation. Did you know that your membership fee is 100% tax deductible? Why not consider upgrading your membership today?

How To Contact Us

Playhouse Square Partners is the official young professionals group of Playhouse Square. The mission of Partners is "to promote and encourage awareness, education, and participation of Cleveland's community of young professionals as volunteers and patrons in support of Playhouse Square, its theaters and events." Partners can get more involved by joining a committee. General committee meetings are open to everyone

Q. When is the next general committee meeting?

A. The next committee meeting/happy hour will be held at 6:30 pm on Monday, January 14th, location TBA. This meeting will be the Partners Annual Meeting, and Art Falco, President of Playhouse Square, will join us as a special guest. We hope to see you then!

Have a question about Playhouse Square Partners?

Call or email Laura McCaskey
Partners Membership Coordinator
216-348-5265
McCaskeyL@playhousesquare.org

Do you have a question for the Education Committee?

Send your inquiries to the Education Committee co-chairs:

Sarah Pope: popesarah@usa.net or
Andrea Ladd: aladd@tax-aid.com

Did You Know?

When four theaters – the Allen, Ohio, State and Palace – opened on Euclid Avenue in 1921 and 1922, the area was informally known by many as Playhouse Square. Some locals didn't like the name and formed a civic organization to advocate for the name "Euclid Square." Guess who won.

Originally, the theaters were used for silent movies, vaudeville acts, as well as legitimate theater. The Depression increased the demand for inexpensive entertainment options, and the theaters turned to showing movies. Following World War II, increased suburban development and the introduction

of television led to a decline in the use of the theaters. During a fourteen-month stretch in 1968 and 1969, all four theaters closed.

Neglect, vandalism, and the rise of suburban movie theaters, followed later by multiplexes, left the theaters in disrepair. The property owners began to wonder if converting the complex into parking would be more profitable. The threatened demolition of both the Ohio and State Theaters in 1972 finally roused the community into action to preserve and rescue the theater complex we have all come to know and love.

To Be Continued...

PLAYHOUSE
SQUARE
Partners

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