

FOR IMMEDIATE RELEASE

**(School Name) STUDENTS MAKE A BIG SPLASH IN
BROADWAY JUNIOR PRODUCTION
OF TROPICAL MERMAID 'TAIL' ONCE ON THIS ISLAND JUNIOR' ON (Dates)**

***Cast and Crew Recognized on Opening Night with Honor Created by
ONCE ON THIS ISLAND Writers Lynn Ahrens and Stephen Flaherty***

(City), (State), (Insert Date) – (School Name) is joining the schools across America with a production of ONCE ON THIS ISLAND JUNIOR, taking the classic concept of “let’s put on a show” and reaching new academic heights and oceanic depths through a program titled, “**The Broadway Junior Collection[®]**,” it was announced today by Tim McDonald, project director of **Broadway Junior**, a division of **Music Theatre International** that abridges classic Broadway musicals into special editions for ages 8-14 to perform.

To celebrate the accomplishments of dozens of students involved in the production, on opening night, (School Name) will receive a certificate signed by Lynn Ahrens (who wrote the book and lyrics) and Stephen Flaherty (music) commending the cast on their successful production of ONCE ON THIS ISLAND JUNIOR and encouraging them to continue to embrace the arts “happily ever after.”

“From the first rehearsal the students have collaborated to present the popular ‘The Little Mermaid’ fairy tale in a new way, while addressing serious issues like discrimination and death. We think they deserve a standing ovation from the community for all their work,” says McDonald. “**Broadway Junior** would like to join ONCE ON THIS ISLAND JUNIOR’s creators in applauding the unique ways that each student has contributed to the show, from performing to designing props, lights and scenery to assistant directing and working backstage,” he adds.

(School Name) will present the **Broadway Junior** Production ONCE ON THIS ISLAND JUNIOR on (Dates) at (Times) the (Venue Name) at (Address). For more information on the show please call (Number).

(MORE)

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ONCE ON THIS ISLAND JUNIOR is an adaptation of the popular Hans Christian Andersen fairy tale "The Little Mermaid" set in the Caribbean . The story follows Ti Moune, a peasant girl who rescues and falls in love with Daniel, a young man from a wealthy family. When Daniel is returned to his land, the gods who rule the island guide Ti Moune on a quest to test the strength of her love against the powerful forces of prejudice, hatred and death.

Music Theatre International's Broadway Junior offers the vast majority of students their first experience with one of America's truly unique art forms: Musical Theatre. Freddie Gershon, chairman of New York-based **Music Theatre International** (MTI), began developing the program in 1995 with the first production opening in 1998, motivated by his belief that musical theatre could be translated to life-enhancing experiences for children.

Teachers, parents, school administrators and friends have witnessed students changed permanently and positively by learning life and behavioral skills – ranging from communication, collaboration and time management to creativity, imagination and confidence – from the experience of participating in a musical theatre production.

Recently, independent evaluator Dr. Rob Horowitz, completed a study on the effects of the **Broadway Junior** program on the students and community of New York City public schools. In his report of key findings he says that: children participating in the program demonstrated personal growth in several areas...positive risk-taking, self-confidence, motivation, self-discipline, and social behavior... that the program supported the development of general cognitive skills; the program had a positive impact on school climate; the school community grew stronger and more cohesive and children demonstrated improvement in social skills and relations with others including teachers, administrators, peers, and production staff.

(MORE)

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To date, over 800,000 children have performed more than 8,000 productions of **Broadway Junior** titles since the program's launch. Titles included in the collection for young people are ANNIE, GUYS AND DOLLS, FIDDLER ON THE ROOF, INTO THE WOODS, SCHOOLHOUSE ROCK LIVE!, BUGSY MALONE and Meredith Willson's THE MUSIC MAN, as well as the newest additions to the catalogue: HONK!, GODSPELL and DEAR EDWINA. Once schools acquire the dramatic performing rights for a nominal fee, which includes mandated royalty payments, they receive a "showkit" of materials designed to help guide both cast and crew through a successful production. The kit includes a fully orchestrated CD to accompany the cast, a choreographic video, curriculum guides that tie important themes of the musical into classroom studies, a producer/director guide for teachers on casting, rehearsals and performance techniques, and scripts.

For more information on **Broadway Junior** or **Music Theatre International**, please call (212) 541-4684 or go to www.BroadwayJr.com or www.MTIshows.com

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