

TWO RIVER THEATER

20TH ANNIVERSARY

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TWO RIVER THEATER CONCLUDES ITS 2012-13 SEASON WITH TWO OF THE THREE OVERALL HIGHEST-GROSSING PLAYS IN THE THEATER'S 19-YEAR HISTORY

Other highlights of the year include Two River's first commissioning program to support new works for the American theater; a collaboration with Google Maps to create a "walkable" virtual tour of the theater supporting patrons with disabilities; and a 15% increase in Individual Giving despite Hurricane Sandy

RED BANK, NJ—Two River Theater, under the leadership of Artistic Director John Dias and Managing Director Michael Hurst, announces that it has concluded its 2012-2013 Season with two of the highest-grossing productions in its 19-year history: Noël Coward's *Present Laughter*, directed by David Lee and August Wilson's *Two Trains Running*, directed by Ruben Santiago-Hudson. Ranking at number two and number three respectively (the number one top seller being the 2007-2008 Season's production of Shakespeare's *Macbeth*), both productions received widespread critical acclaim and played extended runs at the theater.

Other highlights of the past season include the following achievements:

- Playwright Stefanie Zdravec received the \$10,000 Francesca Primus Prize for her play *The Electric Baby*. The play was produced in Two River's Marion Huber Theater in the spring under the direction of May Adrales. Jointly sponsored by ATCA and the Francesca Ronnie Primus Foundation, the Primus Prize is given annually to an emerging female theater artist.
- In December, the theater produced its first commissioned musical, *A Wind in the Willows Christmas* by composer Mike Reid, lyricist Sarah Schlesinger, and bookwriter Mindi Dickstein, which will be further developed for a new production the 2013-2014 Season. Other commissions currently in development include original plays by Madeleine George, Lisa Kron, and Ruben Santiago-Hudson, and two new musicals: one by Daniel Maté, and the other by the team of composer/lyricist Joe Iconis and bookwriter Joe Tracz.
- During the 2012-2013 Season, Two River hosted numerous artist residencies, workshops, and readings to support the development of new work. Most recently, the theater hosted a week-long retreat for alumni of NYU's Graduate Musical Theatre Writing program, and a separate week-long residency for

seven playwrights from the New York-based company Clubbed Thumb. The theater's continuing relationship with the NYU program—the only one of its kind in the country—also included co-presenting the third Cabaret of New Songs for the Musical Theater, a free annual concert.

- In the spring, Two River worked with Google to create and launch a “walkable” virtual tour of the theater’s facility, which lives on Google Maps and is embedded onto the TRTC website. This virtual tour, fully accessible to the public, provides an additional level of support and benefit for patrons who use wheelchairs or require other assistance by allowing them to view the space in detail in advance of their visit.
- In January, the Geraldine R. Dodge Foundation named Two River’s “Instatour” (a virtual tour led by the Metro Scholars, high school juniors who spend a year interning at the theater, via Instagram and Twitter) #1 in a “ten best” list called “The Creative Edge that is NJ Arts.” In February, the theater was cited for “Most Creative Outreach” as part of the 2012 Discover Jersey Arts People’s Choice Awards.
- Playwright and actor Lisa Kron performed her solo performance *2.5 Minute Ride* in the spring, directed by Mark Brokaw, and engaged with students through several facets of Two River’s Education programming. Through PlayBack, high school students from six area schools had the opportunity to work with her as they created an original play inspired by the themes of her work. Additionally, Kron led a playwriting workshop for the Metro Scholars while she was in residence at Two River.
- In 2012-2013, the theater launched TheaterWorks, a new Education program designed to reach at-risk youth. Developed in collaboration with two of New Jersey’s School Based Youth Services Programs—the SOURCE at Red Bank Regional and the Spot at Asbury Park High School—TheaterWorks connects at-risk adolescents to the spectrum of vocational opportunities available in theater. Introduced as a pilot program, TheaterWorks will be developed and further expanded during the 20th Anniversary Season.
- The theater achieved a 15% increase in gifts from individuals during the 2013 fiscal year as well as an overall increase of more than 4% in contributed income, to more than \$3.8 million annually.
- Two River’s new “Backstage Pass” donor affinity program has attracted new donors with benefits ranging from discounts to local restaurants to reserved parking during performances. Patrons who give \$250 or more enjoy access to the new Victoria J. Mastrobuono Library before performances and during intermissions. The Library, an intimate patrons’ lounge that is the first new addition to the theater’s public spaces since the complex opened in 2005, is also used for events and public readings throughout the year.

Two River’s Supporters During the 2012-2013 Season

As a 501(c)(3) nonprofit theater, Two River keeps ticket prices low to make the theater accessible to everyone. Only one-third of the theater’s operations are supported by ticket sales. Two River Theater enjoys support from hundreds of generous individuals, corporations, and foundations.

- Corporate sponsors for Two River’s eight productions in the 2012-2013 Season included Investors Bank, Wells Fargo, Durso Wealth Management Group at Morgan Stanley, the Jewish Federation of Monmouth County, and Jersey Central Power & Light, among many others.

- Foundation support was provided by The Shubert Foundation, the Geraldine R. Dodge Foundation, the Blanche & Irving Laurie Foundation, Monmouth University, and the William T. Morris Foundation, among many others. The theater was also supported by the New Jersey State Council on the Arts.
- Two River's education programs were supported by The Stone Foundation of New Jersey, Monmouth University, the Mary Owen Borden Foundation, Wells Fargo Foundation, Investors Foundation, the Provident Bank Foundation, and Jorgensen Foundation.
- The theater's access programs for seniors and individuals with disabilities were supported by the Horizon Foundation for New Jersey and Springpoint Senior Living Foundation.
- In-kind support was provided by local businesses including the Molly Pitcher/Oyster Point Hotel, Courtyard Marriott, et al fine foods, Desantis Creative, Flowers on Front, and Spirits Unlimited.
- Sponsors for Two River's benefit events during the season—Double Down at The 21 Club, Frasier: Unplugged, and Seth Rudetsky's Spotlight—included Meridian Health/Riverview Medical Center, Monmouth University, and the Alec Baldwin Foundation, among many other businesses and individuals.

Two River Theater's 20th Anniversary Season is supported in part by funds from the New Jersey State Council on the Arts, a division within the Department of State and a partner agency of the National Endowment for the Arts, The Chicago Community Trust, The Greater Kansas City Community Foundation, Jewish Communal Fund, New Tamarind Fund, The Columbus Foundation, The Geraldine R. Dodge Foundation, The Shubert Foundation, The Stone Foundation of New Jersey, Monmouth University, The Blanche and Irving Laurie Foundation, Durso Wealth Management Group at Morgan Stanley, Wells Fargo, Investors Bank, The Horizon Foundation for New Jersey, Springpoint Senior Living Foundation at the Atrium at Navesink Harbor, and many other generous foundations, corporations and individuals.

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TWO RIVER THEATER, under the leadership of Artistic Director John Dias and Managing Director Michael Hurst, is dedicated to producing great classics from the American and world stage, creating new plays and musicals for the American theater, and serving its diverse and multigenerational community through unique partnerships and education programs. Founded in 1994 by Joan and Dr. Robert M. Rechnitz, Two River Theater is a member of the League of Resident Theaters (LORT), Theatre Communications Group (TCG), the New Jersey Theatre Alliance, and ArtPride New Jersey, and has been designated a "Major Arts Institution" by the New Jersey State Council on the Arts. Visit TRTC.org.