Media Contact: Savannah Whaley Pierson Grant Public Relations 954.776.1999 ext. 225 Jan Goodheart, Broward Center 954.765.5814

THE BROWARD CENTER FOR THE PERFORMING ARTS ANNOUNCES THE NEXT SENSORY-FRIENDLY PERFORMANCE

After successful fall launch, initiative continues with Are You My Mother? on Sunday, April 22

FORT LAUDERDALE – Following its successful launch of presenting sensory-friendly performances to those on the autism spectrum or other sensory or cognitive challenges, the Broward Center for the Performing Arts has announced the next sensory-friendly performance will be **Are You My Mother?** on **Sunday, April 22 at 3 p.m.**

"We had the advice and support of many local and national resources that assisted us in adapting the inaugural show and developing this initiative," said Broward Center CEO and President Kelley Shanley. "It was the first time that many in the audience had the opportunity to enjoy live theater and we are excited to add sensory-friendly performances to open captioning, audio-description and other programs that allow us to make the arts accessible to all."

Sensory-friendly performances feature special seating arrangements, modifications to stage and theater lighting, lower sound volumes and the use of noise-cancelling devices as well as the availability of a quiet room for those experiencing sensory overload. Pre-curtain preparatory activities include an introduction by a cast member before each act explaining that the story and characters the audience will see are only make-believe.

The Broward Center for the Performing Arts presented its first sensory-friendly performance this fall with a special Saturday matinee of *Tarzan The Stage Musical* for the general public and in a school-day performance as part of the Student Enrichment in the Arts program offered in partnership with Broward County Public School's Exceptional Student Education program.

"Drawing on local resources, the Broward team really took to heart the needs of the community, ensuring a welcoming experience," said Lisa Carling, national director of Theater Accessibility for TDF in New York which implements similar initiatives on Broadway. The organization's Autism Theatre Initiative serves as an advisor to the Broward Center in its sensory-friendly presentations.

The launch of the first production in the initiative was made possible through financial support from the Gore Family Memorial Foundation, The Hagen Family Foundation, The Taft Foundation and JAFCO Children's Ability Center.

Are You My Mother? will be staged by Arts Power National Touring Theatre, which has worked closely with a number of America's most beloved authors for young readers to create one-hour, one-act productions based on their award-winning books. In this colorful musical adaptation of P.D. Eastman's whimsical and well-loved picture book, Baby Bird emerges from her shell and sets out to find her mother with the help of Dog, Cat and Hen.

Tickets are \$14 with \$3 lap seats for infants 12 months and under.

Are You My Mother? will also be presented without the sensory-friendly programming as part of the Family Fun Series presented by Hoffman's Chocolates (April 22 at 11 a.m. and 1 p.m.) and as a JM Family Enterprise Smart Stage Matinee (April 23 at 10 and 11:30 a.m.). Prices vary.

Ticketmaster is the only official ticketing service of the Broward Center, Parker Playhouse and affiliated venues. Buy tickets online at <u>BrowardCenter.org</u> or <u>Ticketmaster.com</u>; by phone at 954.462.0222 or the Broward Center's AutoNation Box Office. Know who you are buying from when you purchase tickets. The Broward Center for the Performing Arts is located in the Riverwalk Arts & Entertainment District at 201 SW Fifth Avenue in Fort Lauderdale.

For more information visit BrowardCenter.org, like us on Facebook at Facebook.com/BrowardCenter, follow us on Twitter and Instagram @BrowardCenter, subscribe to our channel at Youtube.com/user/BrowardCenter and join the conversation with #BrowardCenter.

The Broward Center 2017-2018 season is presented by the Broward Performing Arts Foundation. AutoNation, Bank of America, Greater Fort Lauderdale Convention & Visitors Bureau, JetBlue, MasterCard, Paramount Refreshment Solutions and Sun Sentinel are proud sponsors of the Broward Center.

###

About The Broward Center for the Performing Arts

One of America's premier performing arts venues, the Broward Center for the Performing Arts presents more than 700 performances each year to more than 700,000 patrons, showcasing a wide range of exciting cultural programming and events. Guest experiences at the Broward Center include the all-inclusive JetBlue Flight Deck on the Club Level, special events in the Huizenga Pavilion, waterfront dining at Marti's New River Bistro and innovative classes and workshops for all ages at the Rose Miniaci Arts Education Center. With one of the largest arts-in-education programs in the United States, the Broward Center serves more than 150,000 students annually. The Broward Performing Arts Foundation, Inc. receives and maintains funds to sustain, develop and secure the future of the Broward Center. The Broward Center for the Performing Arts is located in the Riverwalk Arts & Entertainment District at 201 SW Fifth Ave. in Fort Lauderdale. For more information, visit BrowardCenter.org.

The Riverwalk Arts & Entertainment Consortium is a cultural partnership between the Broward Center for the Performing Arts, Bonnet House Museum & Gardens, NSU Art Museum Fort Lauderdale, Florida Grand Opera, Fort Lauderdale History Center and the Historic Stranahan House Museum. It is supported by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and the Greater Fort Lauderdale Convention & Visitors Bureau. Programs are sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Council on Arts and Culture.