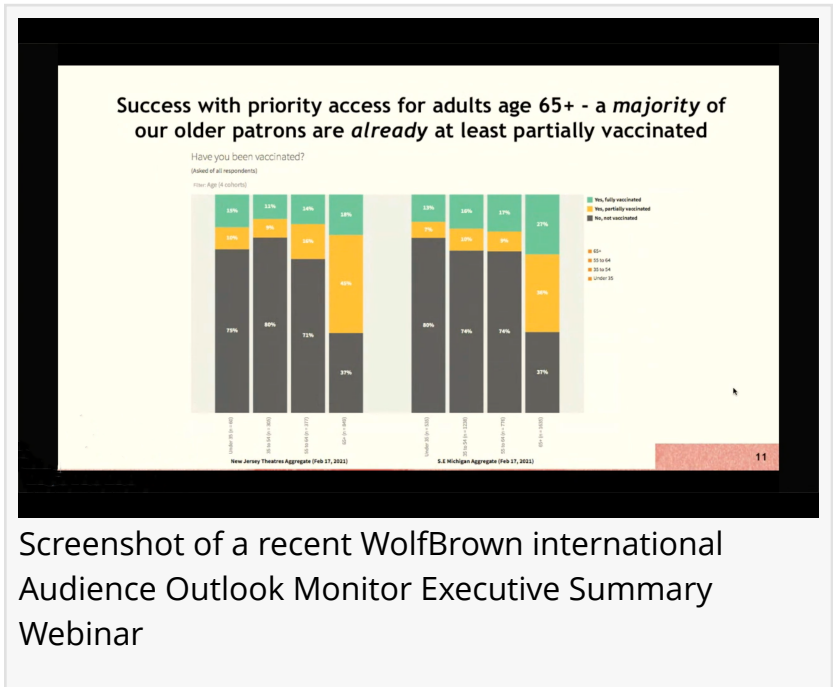


# Amazon Partners with New Jersey Theatre Alliance to Support Reopening of State's Theatres

*Support from Amazon will make it possible for the Alliance to continue and expand their services to prepare theatres in New Jersey to reopen safely.*

NEW JERSEY, USA, March 23, 2021 /EINPresswire.com/ -- [New Jersey Theatre Alliance](#) ("the Alliance"), the service organization for the state's professional theatre community, announces a new partnership with Amazon, soon to be the state's largest single employer. Support from Amazon will make it possible for the Alliance to continue and expand their services to prepare theatres in New Jersey to reopen safely.



Screenshot of a recent WolfBrown international Audience Outlook Monitor Executive Summary Webinar

Partnership with Amazon will allow the Alliance to underwrite participation for member theatres, including Crossroads Theatre Company, George Street Playhouse, Paper Mill Playhouse, and Two

River Theatre among others, in an international study by the well-regarded arts research firm WolfBrown. This study, known as the [COVID-19 Audience Outlook Monitor](#), is "an international collaboration between top researchers, funders, service organizations, and hundreds of cultural organizations who want to make informed decisions about how and when to re-start programming based on rigorous research data." This second phase of the study will specifically focus on tracking success with vaccination and readiness of audiences to return.

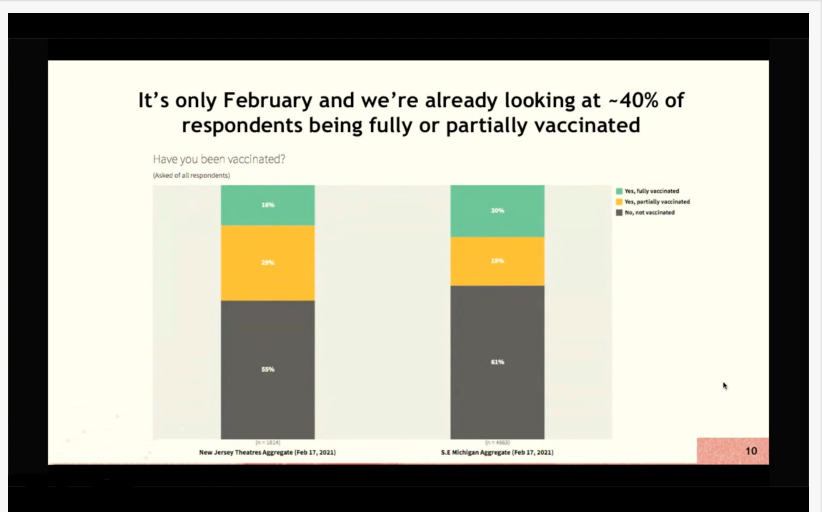
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We are grateful to Amazon for recognizing and supporting the essential work of preparing the theatre field to reopen safely.”

*John McEwen*

“Our partnership with Amazon has had a direct financial impact on our members,” said McEwen.

“The Alliance was fortunate to be in a financial position to forgive dues and underwrite this essential research during the first stretch of the pandemic. As COVID-19 continues to keep our theatres closed and the timeline for reopening extends, we are extremely grateful for Amazon’s partnership in bringing the research into a second phase and making it possible to forgive member dues. New Jersey’s diverse and excellent professional theatre community is a major boon to the economy and quality of life in our state. We are grateful to Amazon for recognizing and supporting the essential work of preparing the theatre field to reopen safely.”



Screenshot of a recent WolfBrown international Audience Outlook Monitor Executive Summary Webinar”

“Reliable data will help New Jersey’s theaters open in a safe and timely fashion as the state recovers from the pandemic,” said Jillian Irvin, Amazon’s Senior Manager of Public Policy in New Jersey. “It’s vital that, when we finally turn the corner on COVID-19, we preserve these institutions not only from a cultural standpoint, but also for the enormous local economic benefit they provide New Jersey communities.”

The Alliance and Amazon look forward to a continued partnership to ensure a safe and timely reopening of New Jersey’s professional theatres, as well as future endeavors to bring high-quality, accessible, live performances to New Jersey audiences.

Founded in 1981, New Jersey Theatre Alliance was the first statewide service organization for professional, not-for-profit theatre companies in the United States, and is a leader in developing model programs that unite, promote, strengthen, and cultivate professional theatre in New Jersey. Funding for the New Jersey Theatre Alliance, a not-for-profit organization, is provided in part by the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts, New Jersey Division of Travel and Tourism, and contributions from individuals, corporations, and foundations including Amazon, the Geraldine R. Dodge Foundation, The Grunin Foundation, The Healthcare Foundation of New Jersey, The Horizon Foundation for New Jersey, Bank of America, City National Bank, The Shubert Foundation, The Blanche and Irving Laurie Foundation, Investors Bank, The Hyde and Watson Foundation, Kessler Foundation, The F.M. Kirby Foundation, E.J. Grassmann Trust, and The Union Foundation.

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