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**New Jersey Theatre Alliance Announces Theatres Are Open
and Adapting to Current Rise in COVID-19 Cases**

New Jersey Theatre Alliance (“The Alliance”), one of the state’s largest arts service organizations, reports that theatres continue to remain in operation and are adapting their season schedules and safety guidelines due to the current surge in COVID-19 cases.

“New Jersey theatres are resilient and creating a safe and enjoyable environment for everyone has been their priority. The commitment to put safety center stage has been everyone’s goal throughout the entire pandemic,” said John McEwen, Executive Director of New Jersey Theatre Alliance.

Since the beginning, The Alliance and their member theatres have joined together, guided by medical experts, to outline protocols to protect the health and safety of all who come through their doors, onto their stages, or work within their organizations.

“We have started the year with some uncertainty but our theatres remain hopeful. Shows are being postponed due to cases arising in the casts, production or office staff, however, theatres are taking all the precautionary steps to make sure the productions are being produced safely. Our theatres continue to test regularly to maintain a high level of safety,” said McEwen.

Although some productions have recently been delayed, rescheduled or canceled, The Alliance wants audiences to know that theatres are indeed still open for business, and are continuing to develop new plays, offer educational classes, rehearse, offer virtual and in-person programming, and otherwise serve and engage with their local communities.

McEwen remains optimistic, “Audiences have been extremely enthusiastic and have gone above and beyond to follow all safety protocols at the various theatres they visit. We hope this will launch an even bigger comeback soon.”

As announced in late summer of 2021, all member organizations of the New Jersey Theatre Alliance as well as many of the state’s presenting venues have taken the Opening Night, Opening Right pledge to follow the most current medical advice, meeting or exceeding all local and national safety guidelines.

New Jersey Theatre Alliance enlisted the guidance and help from internationally known expert Dr. Stuart Weiss, MD, FACEP, FAAP, CBCP, an expert in the fields of business continuity, disaster and pandemic planning for large gatherings and special events. He has been working closely with The Alliance since

early 2020, to ensure every measure taken by the state's theatres is grounded in medical authority and all are following the most up to date information as it changes.

Visit openingright.com for more information on the Opening Night, Opening Right campaign and search the "Find a Show" section on the website for specific policies and scheduling per location.

The Opening Night, Opening Right Campaign is supported by Joan H. Rechnitz, Amazon, New Jersey State Council on the Arts, Grunin Foundation, New Jersey Department of State Division of Travel and Tourism, and the New Jersey Arts and Culture Recovery Fund.

All information above is accurate as of the date of this release.

About New Jersey Theatre Alliance

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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