

Media Alert

Event: Wednesday, Feb. 2, 2011, 11:30 a.m.

ZACH THEATRE TO BREAK GROUND FOR NEW TOPFER THEATRE

New Live Theatre Campus First of its Kind in Austin

AUSTIN, Texas — Jan. 25, 2011 — ZACH Theatre is set to break ground on its new 420-seat theatre Wednesday, Feb. 2, at 11:30 a.m. The new, state-of-the-art Topfer Theatre, designed to match the award-winning artistry that Austin audiences have come to enjoy at the city's leading professional theatre company, will become part of ZACH's performance and theatre education campus that anchors and enlivens the South Lamar corridor. A brief and unique groundbreaking ceremony in the ZACH tradition will begin promptly at 11:30 a.m. and will be followed by a luncheon. *No shovels will be used in this production, but there will be some drama.*

The invitation-only ceremony will feature remarks from Mayor Pro Tem Mike Martinez, ZACH Producing Artistic Director, ZACH Managing Director Elisbeth Challener and long-time arts supporter and ZACH Board Member Mort Topfer, for whom the theatre is named. Individual interviews will be available prior to or immediately after the ceremony. The ceremony will include performances by some of ZACH's most popular artists and catering by unique Austin eateries.

- WHAT:** ZACH groundbreaking for the new Topfer Theatre and performance campus
- WHEN:** Wednesday, February 2, 2011
Event begins at 11:30 a.m.
Media interested in elevated views of the site plan should arrive by 11 a.m.*
- WHERE:** ZACH Theatre, 202 South Lamar Blvd., Austin, Texas
- PARKING:** Media and VIP parking will be available off of South Lamar Boulevard where Riverside Drive ends, just south of Lady Bird Lake
- MEDIA OPPS:**
- Special [musical performances](#) from ZACH artists
 - A [large, red stage curtain displayed outside](#) (weather permitting) near the future Karen Kuykendall stage, which will unveil ZACH's grand views of the downtown skyline
 - A [scissor lift](#) to obtain elevated photography and video of the theatre and stage perimeters where they will be located on the site*
 - Event [attendees dressed with colorful accents](#) representing ZACH's four colors of green, orange, yellow and purple
 - Background materials, including [new artist renderings](#), will be available on site on Flash drives
 - Interviews with ZACH leadership, Mayor Pro Tem Martinez and Mort Topfer
- CONTACTS:**
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- MORE INFO:** For more information on ZACH Theatre, please visit: www.zachtheatre.org

* Please note: media interested in going on the scissor lift must sign a waiver in advance and wear a safety harness while on the lift.

About ZACH Theatre

Founded in 1933 and named for Austin-reared actor Zachary Scott, ZACH Theatre is celebrated for producing innovative, dramatic, musical and comedic entertainment of the highest quality. As Texas' longest running theatre company and Austin's leading professional theatre, ZACH Theatre features the best and brightest talent from Austin and nationwide. Under the leadership of Producing Artistic Director Dave Steakley and Managing Director Elisabeth Challener, ZACH's unique productions and intimate theatre experiences have been recognized by the National Endowment for the Arts, The Shubert Foundation and *The New York Times*, as well as with numerous theatrical awards. ZACH serves more than 170,000 Central Texas adults and youth each year at its two—soon-to-be three—theatre home in the heart of Austin. ZACH Theatre is also a leader in the Austin community, fostering artistic education, expression and development in children, teens and adults through a variety of outreach opportunities. For more information, visit <http://www.zachtheatre.org>.

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