



Press Release: September 1, 2022

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*Our mission—
to educate, entertain
and enrich the lives
of young audiences*

**Founding Executive
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Judy Kafoury

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Northwest Children's Theater Says Goodbye to Historic Home and Hello to the Downtown Arts District

The City Celebrates NWCT's Big Move With a Parade to Broadway

NWCT's Big Move:

Northwest Children's Theater (NWCT) is moving to Broadway! After 30 years at their historic home at the NW Neighborhood Cultural Center, NWCT is converting the fourplex movie theater located at 1000 Broadway into a multi-venue arts center for youth. Located across the street from the Arlene Schnitzer Concert Hall and Newmark theater, NWCT's new home will welcome families back to the heart of the city.

The Judy Kafoury Center for Performing Arts – “The Judy” – will feature a 240-seat theater, 120-seat black box, multiple classroom studios, and a new 190-seat family cinema for classic musicals, movie sing-a-longs, birthday parties, and more! With onsite maker space, improved concessions, and an attached parking garage, this new home will allow NWCT to grow their programs while also providing generous rental and partnership opportunities. Construction is underway, with the grand opening of “The Judy” set for early 2023.

Parade to Broadway:

On September 17, 2022, NWCT is hosting a fundraising party and Parade to Broadway to celebrate their big move. The festivities will begin at their current home at 1819 NW Everett Street, culminating with a character parade to their new home. Partygoers will have the opportunity to leave behind their favorite memories at the Cultural Center – symbolizing the end of an era for NWCT – and look toward the future as they sing and stride their way to 1000 Broadway. Buzz for “The Judy” will build, spreading excitement about this essential addition to Portland's arts hub throughout downtown Portland.

The parade will feature music and characters from beloved NWCT productions, engaging folks along the route with NWCT's signature energy and colorful costumes, concluding with a ceremonial illumination of NWCT's new home. Attendees will also have the opportunity to buy raffle tickets for a chance to win the naming right to a space inside “The Judy.” The more raffle tickets sold, the more naming opportunities arise. Once \$10,000 is raised, the winner can name a row of seats in the theater. At \$25,000, another winner will get to name a lobby bench. If \$50,000 is raised, a third winner will have the choice to name a classroom or the concessions area.

Overall, fundraising for NWCT's Big Move to Broadway is picking up momentum, with nearly \$5 million raised toward their overall goal of \$6.3 million.

About Northwest Children's Theater:

NWCT has been a pillar of Portland's creative community for 30 years, presenting colorful, engaging, magical plays that kindle a lifelong love of theater. Their doors are wide open to every Portland family, and children are encouraged to see the theater as their own, both on stage and behind the scenes. This means prioritizing the child's perspective and emphasizing representation onstage and off. It means creating a program where no one is ever turned away for lack of funds, with many programs offered free to all, so that economics plays no part in deciding a child's creative trajectory. In a normal year, NWCT offers multiple professional productions, a year-round

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End Date

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Media Contact

To set up interviews
or discuss other
possibilities for stories,
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theater school, hundreds of school partnerships and residencies, and a robust pre-professional training program.

NWCT is committed to the creation of original plays, with a focus on stories that eliminate harmful stereotypes and emphasize the joy of imagination and personal empowerment. The theater forms cultural partnerships with other organizations at the creative foundation, so that every facet of creation is informed by multiple voices. NWCT's longest collaboration is with Anita Menon and the Anjali School of Dance, who have joined them to create and present three award-winning original plays.

NWCT's Theater School offers camps and classes on weekends and during all school breaks. Camps have a reputation for being challenging, creative, and fun, and have been called "laboratories for empathy" by parents. Advanced students build skills both onstage and backstage, and have the opportunity to perform alongside professional performers and designers who double as mentors. NWCT's top-notch instructors and hands-on approach earned two distinctions in 2022: NW Kids' magazine's readers awarded NWCT Best Performing Arts Summer Camp, and PDX Parent magazine's readers honored NWCT with Best Performing Arts Camps and Classes.

Parade to Broadway
September 17, 2022

1-2pm: Party time! There will be food trucks, music, and a sign-making station where folks can prepare for the parade. In addition, partygoers will have the opportunity to buy raffle tickets for a chance to win the naming right to a space at "The Judy!"

2-2:45pm: Say farewell to the NW Neighborhood Cultural Center! Catalyst: NWCT's Youth Company will perform one last time on the NNCC stage, and all attendees will have a chance to leave their favorite memories behind in the building.

3pm: Everyone loves a parade – especially one featuring characters from your favorite NWCT productions! We'll sing and stride our way through downtown Portland, all the way to "The Judy," culminating with a ceremonial illumination of NWCT's new home.

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