

**How to Get Started:**

**World Theatre Day  
In Your Community**

## Welcome!

If you have downloaded, and are reading this document, it means that you are considering participating in World Theatre Day activities. The goal of this document is to help you do just that.

### 1. What is World Theatre Day?

World Theatre Day is celebrated every year on March 27, and is sponsored by [The International Theatre Institute](#). The ITI is an international non-governmental organization that was founded in Prague in 1948 by UNESCO and the international theatre community. The ITI aims "to promote international exchange of knowledge and practice in theatre arts (drama, dance, music theatre) in order to consolidate peace and solidarity between peoples, to deepen mutual understanding and increase creative co-operation between all people in the theatre arts."

In the spirit of World Theatre Day, we have started a blog: <http://www.worldtheatreday.org>

### 2. Goals of the WTD Blog:

Managed by a team of theatre artists from Vancouver, BC, Canada, Chicago, Illinois, and Austin, Texas, USA, London, UK, and Brisbane, Australia, the WTD blog has the following goals:

- Create a sense of community in the international theatre world
- Use social media as a vehicle for awareness, participation and change in theatre.
- Reflect on state of theatre across multitude of contexts- particularly the contexts where theatre does not exercise the right of freedom of expression.
- Question, challenge and shift beyond status quo in theatre.
- Create a central place where theatres can share their WTD celebrations/experiences
- Help theatre companies to become more involved in the theatre community online, creating an opportunity to work together on joint productions.

### 3. How you can participate:

- Go to a play, and take a friend.
- Organize a play reading in your community
- Write, videotape, or record why you love theatre, and email it to [frabbaurt633@tumblr.com](mailto:frabbaurt633@tumblr.com). It will show up on our [Tumbelogs](#).
- Read the World Theatre Day International Address (TBA) prior to curtain at your theatre, or include it as a handout in your theatre's program. Ask a local favorite actor or dignitary to read it. If you can, record this reading by photos, video or audio, and email it (or the link, if you are uploading it to Flickr, or YouTube) to [frabbaurt633@tumblr.com](mailto:frabbaurt633@tumblr.com). We will post it on the blog.
- If you have a blog, write a post about what you are doing to celebrate World Theatre Day in your area, then email the URL to [findbex@gmail.com](mailto:findbex@gmail.com). We will cross-post your entry on the WTD blog.
- If you don't have a blog, please email your story directly to us, and we will post it on the blog.
- Join our [Facebook WTD Fan page](#)

- Follow [@WTD10](#) on Twitter for updates.
- Offer backstage tours of your theatre to the local community
- Offer open rehearsals to your community
- Offer discounted or free tickets.
- Offer open readings to your community.
- Share photos of your production and photos of your cast and crew with your audience to the World Theatre Day media hub.
- Distribute theatre-related books, scripts etc. around your part of the world for example, Book Crossings (<http://www.bookcrossing.com>), 'release your books' in a public place - theatre foyers; coffee shops; park benches etc. Put a sticker on the front saying something like, 'I'm free. Please give me a home. Happy World Theatre Day!'
- Work up a flash mob. Gather people together in a particular place at a particular time to 'do' something theatre-related e.g., everyone gathered reads a sonnet in a supermarket or just freezes at a particular time reading an obviously theatre-related book, then moves on after 1 minute's freeze. Guaranteed to attract attention!
- Use the template below to write a press release to send to your local media.

Date  
Contact information

## [Your City] Joins the World in Celebrating Theatre!

[CITY]: March 27 is celebrated as World Theatre Day, and this year, [city] has joined other cities and communities all over the world in celebrating the power of Theatre.

World Theatre Day is the brainchild of The International Theatre Institute (ITI), an international non-governmental organization, which was founded in Prague in 1948 by UNESCO. The goal of the ITI is “to promote international exchange of knowledge and practice in theatre arts (drama, dance, music theatre) in order to consolidate peace and solidarity between peoples, to deepen mutual understanding and increase creative co-operation between all people in the theatre arts.”

Each theatre in the world is encouraged to read the World Theatre Day International Address prior to curtain on March 27.

{city} will participate in World Theatre Day by:

[city] will also participate in a truly international gathering online celebrating Theatre. The World Theatre Day Blog (<http://worldtheatreday.org>) will serve as an international hub on March 27. Theatre artists will be able to log in and see what others are doing to celebrate this special day, and share their stories, photos and videos as well.

The World Theatre Day Blog was created, and is maintained by a group of International Theatre artists from Canada, the US, the UK and Australia. Their goal is to create connections and collaborations between theatre artists on an international scale using social networking.

[insert your URL here]  
<http://www.iti-worldwide.org/>

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