



SAN
DIEGO
MUSICAL
THEATRE

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SAN DIEGO MUSICAL THEATRE LAUNCHES NEW MASK FUNDRAISER IN COLLABORATION WITH STOP THE SPREAD CAMPAIGN

San Diego, CA (August 31, 2020) — San Diego Musical Theatre (SDMT), www.sdmt.org, announced today the launch of their new "Stop The Spread Mask Fundraiser" aimed to preserve live musical theatre while promoting the safety benefits of wearing a mask.

"Stop The Spread" campaign, a collaborative effort of SDMT's resident photographer, Ren Jacques and costume designer, Janet Picher, features San Diego artisans across town wearing vibrant masks to encourage the world to social distance, wear masks and stop the spread! Local musicians, dancers, artists, actors and more have come together to be a part of this multi-chapter campaign.

The SDMT "Stop The Spread Mask Fundraiser", captured by the photographic mastery of Jacques and the stylish mask creations of Picher, beautifully creates awareness that is instrumental in bringing Broadway musicals, and the artists, musicians and creative teams displaced by the pandemic, back to the Horton Grand Theater.

"We are honored to be participants in the Stop-The-Spread campaign and movement," said Jill Townsend, Artistic Director, SDMT. "And we are thrilled to see it expand into a mask fundraiser that will help SDMT, and ultimately all the employment associated with each of our shows, come back better than ever after this pandemic."

Spurred both by the demand and lack of availability of Broadway musical logo masks, Picher decided to create a custom fabric of SDMT's favorite Broadway musical productions. "As a displaced costume designer due to the pandemic, I shared the same plight of so many across the nation," said Picher. "The movement grew from my initial efforts of creating masks for our frontline hospital workers to a national awareness campaign brought to life with the photographic genius of Jacques. It is exciting to see it go full circle and while still promoting vibrant mask wearing, can now be instrumental in bringing musical theatre and all its associated jobs, back to the stage!"

"To bring this campaign and its many chapters to life, is truly a collaborative effort that includes so many of our fine artists here in San Diego," said Jacques.