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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](http://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, Ken Jacques and costume designer, Janet Pitcher, 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 Pitcher, 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, Pitcher 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 Pitcher. “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 vigilant 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.

Each custom reversible cloth mask is handcrafted using two layers of high-quality cotton with a pocket for an additional optional filter. The roomy design allows ample breathing room and the flexible aluminum nose band creates best fit and fog prevention when worn with glasses. Adjustable ear straps come with a handcrafted artisan slider bead to maximize comfort and fit. Each mask is \$29.95 and all net proceeds go directly to SDMT.

To participate in the movement and contribute toward the fundraiser, visit [www.sdmtd.org/support](http://www.sdmtd.org/support).

To see all the chapters of the “Stop The Spread” campaign, visit <https://stopthespread.myportfolio.com/>.

About **San Diego Musical Theatre** (<https://www.sdmtd.org/>):

San Diego Musical Theatre (SDMT), your local way to see Broadway, is a non-profit professional musical theatre organization in its fourteenth year of presenting Broadway musical theatre to San Diego audiences. Currently the only year-round musical theatre organization in San Diego, SDMT takes pride in also being one of the only to offer a live orchestra during each production. SDMT is home for over 400 artists annually including actors, directors, designers, musicians, and crew! The Horton Grand Theatre, located in the heart of San Diego’s downtown Gaslamp District, is SDMT’s home. SDMT is driven by a passion for musical theatre, to celebrate this art form with others and to pass this American tradition on to future generations. SDMT strives to produce, educate and engage to expand their presence in the local theatre community and offer San Diego audiences the highest caliber of live entertainment.

About **Janet Pitcher** (@jpitcherdesigns) (<https://www.janetspetalpushers.com/home>)

A San Diego based professional theatrical designer for 8 years with a passion of creating, designing and working with other amazing and creative people! An avid Polymer Clay artist, and jewelry designer with handcrafted jewelry featured in many boutiques, gift shops and galleries across the country.

Janet’s seamstress skills created a popular and stylish line of facial masks that are featured in the “Stop The Spread” campaign. The simple act of kindness of wearing a mask stops the spread, saves lives, and helps our community!

About **Ken Jacques** (@kenjacquesphotography) (<https://kjphotography.com/>)

Ken has had the pleasure to be an internationally published photographer for over 38 years and is now published in over 80 countries and over 24 magazines including National Geographic, Time and Newsweek. Specializing in the Performing Arts, Corporate and Drone photography, Performing Arts remains his passion.

His work has given him the opportunity to have worked with many different heads of state including Presidents Ronald Reagan, Bill Clinton, Jimmy Carter and George W. Bush and International notable heads of state including Mikhail Gorbachev, Margaret Thatcher, Simone Perez and Mexico's President.

"Stop The Spread" campaign is a collaborative effort that beautifully captures the importance of wearing a mask, social distance and ultimately saves lives.

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