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FOR IMMEDIATE RELEASE

NEW THEATRE WORLD PREMIERE BENEFITS HAITI RELIEF
Theater Partners With The Humanity Project To Aid Desperate Haitians

CORAL GABLES – New Theatre of Coral Gables will raise funds throughout the run of its upcoming world premiere play, *The Hour of the Tiger*, to aid Haiti earthquake relief efforts. Beginning with the preview show on January 22, audience contributions will be requested by the actors following each performance.

The donations will be collected through New Theatre’s partner in this effort, the Humanity Project, a South Florida-based 501c3 nonprofit group. The Humanity Project will ensure that every dollar is carefully accounted for and turned over to the Red Cross, Doctors Without Borders or the Salvation Army – and that all money is dedicated solely to humanitarian relief for Haitians suffering in the earthquake’s terrible aftermath.

“Everyone in South Florida is looking for ways to help Haiti begin to dig out from this tragedy,” said Eileen Suarez, New Theatre’s Managing Director. “Our world premiere, *The Hour of the Tiger*, offers us a chance to draw on the theatrical tradition of collecting audience donations for urgent charitable causes. It also seems especially appropriate because our new play deals with an individual from another culture who’s struggling to escape her troubled past, like so many in Haiti. In addition, one cast member is a dedicated volunteer with the Humanity Project and will make sure the money gets safely to the group.”

New Theatre’s *The Hour of the Tiger* will premiere on January 23 and run for 17 performances through February 14. Written by Sandra Riley, the play is directed by Ricky J. Martinez and features cast members Gwendolyn Lai, Kim Ehly, Christopher Vicchiollo and Eric Miji.

“We’re very pleased to offer New Theatre our help for this vitally important fundraising effort,” noted Bob Knotts, president and founder of the four-year-old, IRS-approved nonprofit group. “Our mission revolves around the idea that individuals can

help themselves by helping others, giving as a way of getting. For example, we teach South Florida elementary students how bystanders can help stop bullying to make their schools better places for everyone. We're involved with this community in many ways. So we can serve as an effective conduit to raise funds for other reputable nonprofits whose staffers are working to relieve Haitian suffering.”

Donations of any size also can be placed in collection jars at the door by audience members before each performance. For more information about *The Hour of the Tiger*, call New Theatre's box office at (305) 443-5909 or visit our website at www.new-theatre.org.