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J*COMPANY YOUTH THEATRE'S

2008-2009 "GREEN" SEASON

TEACHES ENVIRONMENTAL RESPONSIBILITY

Young Artists are Involved in Efforts to Recycle, Reuse, and Reduce

SAN DIEGO – The award-winning J*Company Youth Theatre, a program of the San Diego Center for Jewish Culture at the Lawrence Family Jewish Community Center, JACOBS FAMILY CAMPUS, is making conservation and recycling a major theme for its 2008-2009 “J*Company Goes Green Season.” An educational component is incorporated into every J*Company Youth Theatre production and this year each cast is working with other conservancy organizations such as the San Diego County Water Authority, thesecomefromtrees.com, I Love a Clean San Diego, and others.

“We’re really working to educate the cast about their impact on the environment this season,” said J*Company Artistic Director Joey Landwehr. “And to provide an example of putting that awareness into practice, we’re recycling, reusing, and reviving sets and costumes for all four productions this season. We’ve also borrowed the set for *INTO THE WOODS* from Starlight Theatre to reduce resource use and we will be reviving our award-winning set for *HIGH SCHOOL MUSICAL 2 ONSTAGE!*, a San Diego Premiere, running March 7-22, 2009.”

The season’s first production, *POCAHONTAS*, focused on water conservation. The entire cast worked on achieving “20-Gallon Challenge” certificates from the San Diego County Water Authority, saving San Diego County 550,500 gallons of water this year. J*Company also offered aluminum water bottles to cast members to cut down on the use of plastic water bottles.

The young artists in J*Company's second production, Stephen Sondheim's *INTO THE WOODS*, which runs December 4-14, are learning about how important our forests are for sustaining life on our planet. They have each been given ten "thesecomefromtrees" washable stickers and are placing them (with permission) on paper towel dispensers in businesses across San Diego County. Each sticker is estimated to save 100 pounds of paper every year. In the 2008-2009 season alone, this effort could be saving the world 40,000 pounds of paper.

Other examples of efforts by J*Company to encourage its young artists to recycle, reuse, and reduce:

- encouraging staff, volunteers and young actors to use polycarbonate and eco-friendly water bottles for rehearsals and performances backstage;
- reusing paint from past shows, mixing colors to work with the design;
- using paint with the least amount of toxins;
- encouraging designers to incorporate parts of sets in storage into their designs, or re-using sets;
- obtaining materials from salvage centers or contractors' donation sites;
- research lighting equipment suppliers to find energy efficient lamps;
- considering life cycle and cost impact of the materials that are used during a performance;
- borrowing props from other theatres before creating or purchasing new props;
- renting costumes from other theatres and actors, or purchasing from thrift stores before purchasing new items;
- tracking all materials in and all materials out to reduce dumpster loads;
- sending the majority of audition materials and other correspondence electronically to reduce paper use.

"As the new Managing Director, and someone who is environmentally conscientious, I am proud to be a part of J*Company and its season theme of going green," said J*Company Managing Director Nan Pace. "The exciting educational components which Joey brings to all of his work with these talented young people helps make a difference, not just in our Arts community, but in our world."

General Information

Remaining productions in the J*Company 2008-2009 season are *INTO THE WOODS*, running December 4-14, 2008 *HIGH SCHOOL MUSICAL 2 ONSTAGE!*, which runs March 7-22, 2009 and *FIREFLIES*, running May 8-17, 2009. Tickets for J*Company productions are \$11 for children and \$17 for adults and are available online at www.sdcjc.org/jcompany or by calling the JCC Box Office at **858-362-1348**. A complete listing of show dates and show times are available online at www.lfjcc.org/jcompany.

About J*Company Youth Theatre

J*Company Youth Theatre, one of San Diego's leading culturally diverse youth theatres, engages and motivates young people to express themselves and connect with their peers and their community in a nurturing environment. This award-winning program provides opportunities for 300-400 youth, ages 4-18, to train in acting, dance, voice, musical theatre, and enroll in classes and workshops on public speaking, play writing, auditioning, costume and make-up design, meditating through acting, technical theatre, and more. From the age of seven, participants may perform in up to four productions each year. J*Company Junior prepares four- to six-year-olds for future participation in productions. J*Company offers outreach programs including J*Company *ON THE TOWN*, a traveling ensemble for actors ages 10-18. They serve as ambassadors of the J*Company and provide positive entertainment to charitable organizations, underprivileged youth, the elderly, and others. Education is a major element of all J*Company programs. Each production includes a special educational and social outreach element.

About the San Diego Center for Jewish Culture

The San Diego Center for Jewish Culture is the largest Jewish institution in San Diego dedicated solely to presenting high quality, nationally recognized programs which are unique to San Diego County. The mission of the SDCJC is to expand and enrich cultural life in San Diego by presenting the finest in Jewish artistic expression, encouraging the preservation of Jewish culture and heritage, and nurturing new creativity in the arts. A core belief of the SDCJC is to promote respect for diverse cultures and build community tolerance.

The SDCJC offers a wide variety of multi-disciplinary artistic programs that explore cultural identities and perspectives, promote cross cultural understanding, and highlight human themes of family, tolerance, compassion, and hope. These programs, including the San Diego Jewish Film Festival, the San Diego Jewish Book Fair, New Jewish Plays Project, the San Diego Jewish Music Festival, a Holocaust Education Program, and the J*Company Youth Theatre, foster ideas of cultural appreciation and respect. Its facilities feature a 500-seat theatre, a Judaica library, an art gallery, and a community Holocaust Memorial Garden. Approximately 40,000 tickets are sold or provided annually to residents, visitors, and students for San Diego Center for Jewish Culture events.

About the Lawrence Family Jewish Community Center, JACOBS FAMILY CAMPUS

The mission of the Lawrence Family Jewish Community Center, JACOBS FAMILY CAMPUS is to provide social, cultural, educational, and recreational programs to individuals and families of all ages, religions, races, and financial, physical and mental abilities. Likewise, the JCC provides equal opportunity employment to individuals of all religions and backgrounds. The JCC welcomes San Diego's diverse Jewish community and the community at large. The Lawrence Family Jewish Community Center, JACOBS FAMILY CAMPUS is located at 4126 Executive Drive in La Jolla.



SAN DIEGO CENTER FOR JEWISH CULTURE

Lawrence Family Jewish Community Center, JACOBS FAMILY CAMPUS

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