

## BROADWAY SACRAMENTO



April 17, 2018

Dear Friend Of California Musical Theatre:

As a patron and supporter, you are an integral component of our mission, a partner in our commitment to enriching the lives of those in the Sacramento region through musical theatre. That's why I want to share with you some exciting news: Effective immediately, we are changing the name of our company from California Musical Theatre to Broadway Sacramento. Let me explain how we came to this decision, which involves reviewing a bit of our history.

Sacramento Music Circus was founded in 1951 by my father Russell Lewis and his partner Howard Young. The reference to 'circus' in the name reflected the fact that, until we moved into the permanent structure of the Wells Fargo Pavilion in 2003, Music Circus shows took place on a circular stage under a canvas tent, evoking elements of a traditional circus. In 1953 we established a nonprofit company called Sacramento Light Opera Association that enabled us to produce Music Circus shows each summer and begin to create arts education programs around them. In 2000 we changed the name of the company to California Musical Theatre.

To allow us to bring you the best of Broadway all year round, in 1989 we expanded to present a series of musicals in the Sacramento Community Center Theater, national touring productions of some of the most popular Broadway shows. We initially called this the Broadway Series, but changed the name to Broadway Sacramento in 2007.

We create Music Circus shows from the ground up, right here in Sacramento, by bringing in some of the top industry professionals from around the country. Many of the actors, directors and choreographers who work on Music Circus shows also appear in movies, on Broadway and in national touring Broadway shows. Each year we get submissions from nearly 10,000 professional actors who want to perform at Music Circus. Of those, we audition about 3,000 in person, in New York City, Los Angeles and Sacramento. And from that group of people, we narrow it down to the 100 or so roles we have during the course of a typical Music Circus season. So we are fortunate to be able to feature only the very best of the best on our stage.

What does all this background have to do with the changes we're making? We've found that, despite its 67-year history, there are many people who are unfamiliar with Music Circus. Some may be new to the area, others possibly confused by the word 'circus' in the series name, mistakenly believing it's a circus in the traditional sense, with clowns, acrobats and elephants. There are also many people who don't realize we are the same company that presents touring Broadway shows at the Community Center Theater, or that we offer a variety of arts education programs, including classes, workshops, internships and camps.

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We believe the company name, California Musical Theatre, does little to inform people about any of those things. So as we pondered options for a name that better describes the full scope of our offerings, we realized that it was staring us right in the face: Broadway Sacramento, the title we had been using for the series of touring Broadway productions we present at the Community Center Theater.

Broadway Sacramento. We believe those two words do a far better job of articulating what we do as a company, which is to bring top Broadway talent to Sacramento, at Music Circus during the summer, at the Community Center Theater during the fall, winter and spring—and with our arts education programs throughout the year.

In addition to changing the company name to Broadway Sacramento, we decided to alter the names of our two distinctly different series of musicals to better describe each of them. The national touring Broadway shows we present at the Community Center Theater, currently called Broadway Sacramento, will now be called **Broadway On Tour**. And the Broadway shows we produce ourselves at the Wells Fargo Pavilion will now be called **Broadway At Music Circus**.

Please join me in embracing these changes. I can assure you that one thing we will not change is the superb quality of our musical theatre productions. With **Broadway At Music Circus**, we'll continue to create the spectacular shows you've come to expect and enjoy, featuring some of the best professional actors in the theatre industry. And with **Broadway On Tour**, we'll continue to present some of the most popular nationally touring Broadway shows available. I can also assure you that all of us at Broadway Sacramento remain committed to giving you a unique and exhilarating musical theatre experience each time you attend one of our shows.

Thank you for your continued support.

Sincerely,

Richard Lewis  
President & CEO