



FOR IMMEDIATE RELEASE

January 11, 2020

Contact: Reed Hummell
Director of Marketing and Development
Nashville Children's Theatre
615-252-4661
rhummell@nashvillechildrenstheatre.org

AMAZON PARTNERS WITH NASHVILLE CHILDREN'S THEATRE'S FOR ITS 2020/2021 SEASON

Nashville, Tenn. — Amazon has partnered with the Nashville Children's Theatre (NCT) for its 90th Anniversary season which will allow the organization to expand its reach and offerings to students across Tennessee.

Due to the COVID-19 pandemic, the NCT had to move its shows and classes online for participants. With this transition came additional costs of expanded web platforms and streaming services that were not originally anticipated. Because of Amazon's new partnership with the 90-year-old organization, the NCT will be able to continue providing streaming opportunities to individual families as well as Nashville's public school students.

"We are so grateful to be able to have a partnership with Amazon this year," said Executive Artistic Director of NCT Ernie Nolan. "With everything that happened in 2020, we are excited to be able to continue to provide classes and shows to students online who would have otherwise been able to attend our productions in person. None of what we do would be possible without the generosity of companies like Amazon."

Amazon's partnership will help to cover the costs of streaming the NCT's *Pete the Cat* online production to all Metro Nashville Public School children in grade K-3 and will support the NCT Virtual Summer Theatre Festival for families in need.

"During the pandemic, the Nashville Children's Theatre has been an invaluable resource in Nashville for families, ensuring children continue experiencing culturally enriching content and theatrical experiences," said Courtney Ross, Amazon's Senior Manager External Affairs for Nashville. "Over the last year, NCT has proven remarkably resourceful, migrating much of their content online to continue its work and Amazon is honored to support this incredible organization."

About Nashville Children's Theatre

Nashville Children's Theatre is a professional theatre company providing the children, families and educators of Middle Tennessee with extraordinary shared theatrical experiences that inspire imagination, develop creativity, and build community.

NCT was founded in 1931 by the Junior League of Nashville and is recognized as the oldest professional children's theatre in the country. A national leader in professional theatre arts and education programs for young people, NCT is ranked by TIME magazine as one of the top five children's theatres in the country. For more information including specific performance dates and times, please visit NashvilleCT.org.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.

###