



****PHOTO & VIDEO OPPORTUNITY****

MEDIA ALERT

Point Park University's Pittsburgh Playhouse goes **RED on Sept 1.
in support of financial plight of arts venues across U.S.**

- WHO:** Pittsburgh Playhouse at Point Park University
- WHAT:** The exterior of Point Park University's Pittsburgh Playhouse will be illuminated in red in solidarity with entertainment venues across North America. The Red Alert Day of Action aims to raise public awareness about the financial plight of the live events industry and the estimated 12 million people who are currently unemployed because of the pandemic.
- WHEN:** Tuesday, September 1
9:00 p.m. – 11:00 p.m.
- WHERE:** Pittsburgh Playhouse at Point Park University
350 Forbes Avenue
- WHY:** Entertainment professionals worldwide have felt the devastating impact of the COVID-19 pandemic as venues close and stages remain dark. According to Americans for the Arts, the arts and culture sector has experienced losses of at least \$12.5 billion nationwide. Point Park University is planning to show its support by joining its cultural peers to acknowledge the harsh realities many entities are facing. The arts are a family, a vibrant community, and we're in this together.

###

Contact:

Chris Ann Hays
chays@pointpark.edu | 412.389.1385