



## World theatre day

### Take a child to theatre, today !

## 20 March 2019

# Press release

*We invite you to send the WD 2020 press release to your local and national media contacts.*

➡ For complete information about ASSITEJ's World Theatre Day for Children and Young People, please read <https://urlz.fr/bYTE>

March 20th is the ASSITEJ World Day of Theatre for Children and Young People and is celebrated worldwide through the campaign **Take a Child to the Theatre**.

This year's messages have been written by **Yvette Hardie** (South Africa), President of ASSITEJ, and the actor, director and writer **Yoshi Oida** (Japan).



ASSITEJ president Yvette Hardie says : "In this age where more and more people are being shunned, turned away at borders and airports, rejected because they come from a different class, ethnicity, language group or religion, it is the artist who has the capacity to provide a sense of belonging, of connection."

Yoshi Oida says : "Since I was born, I grew up mimicking my parents all the time. How to walk, how to eat, and how to talk; I learned all of these from mimicking my parents. Then from when I became old enough to understand things, taken by parents, I learned to go to the theatre. Theatre was for me, the magic country.."

**Read the full World Day Messages here:**

<http://www.assitej-international.org/en/the-world-day-of-theater-for-young-audiences-2020/>

### Social Media

By using social media (twitter, Facebook, vine, Instagram etc), individuals can promote the message 'Take A Child to the Theatre Today' and link this to the ASSITEJ site and other platforms (YouTube), which will host the media mentioned above.

A campaign around SMS (texts) could also be created to promote the message. Please use the hashtag [#takea-childtothetheatre](https://twitter.com/assitej-international).

The ASSITEJ Facebook page exists as a communication tool which Facebook friends can link to and also post on, which admins can then share through the ASSITEJ newsfeed. We want all our members to keep us updated about what they are doing for the campaign. <https://www.facebook.com/ASSITEJ.International>

### **ASSITEJ Fundraising campaign**

Some countries use the campaign as a rallying call to ask for donations to ensure that children and young people who otherwise wouldn't have access to theatre get an opportunity to do so.

Last year ASSITEJ Italy raised 1400 euros from the campaign, through asking audiences to add a small donation to their ticket price. The money was collected and then donated to Jacaranda Theatre Arts Festival in Zambia, and to SAFE (Southern African Festival for Children and Young People) in Zimbabwe, to aid audience access to these events. The determination for the funding was made by ASSITEJ Executive Committee after an open call.

Should you wish to contribute in this way, please [contact the Secretary-General of ASSITEJ](#).

We hope that as many people as possible will get behind the campaign for 2020 so that we can make a powerful impact which supports the rights of children and young people to engage with theatre.

### **International cooperation**



Since 2017, ASSITEJ links with ITI and UNIMA celebrating the power of performing arts, through the new initiative of World Performance Week joining World Day of Theatre for Children (March 20), World Puppetry Day (March 21) and World Theatre Day (March 27).

### **Contact us!**

For further information, interviews or images contact François Fogel, Chair of communications on +33 660445059 or email [francois@scenesdenfance-assitej.fr](mailto:francois@scenesdenfance-assitej.fr) or Louis Valente, Secretary General at [sg@assitej-international.org](mailto:sg@assitej-international.org)



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**20 March 2020**

**[#takeachildtothetheatre](#)**