



WEBSITE
WWW.THEROSINBOXPROJECT.COM
EMAIL
INFO@THEROSINBOXPROJECT.COM

ADDRESS
2710.5 BROADWAY, SAN DIEGO, CA, 92102
PHONE NUMBER
336-413-1525

CARLY TOPAZIO, ARTISTIC DIRECTOR THOM DANCY, MANAGING DIRECTOR

FOR IMMEDIATE RELEASE
Electronic photos and video attached

CONTACT: *Thom Dancy*, Phone: 336-413-1525
thom@therosinboxproject.com

THE ROSIN BOX PROJECT launches Frontline Performance campaign to give back to Essential Workers

Looking for a way to give back to COVID-19 first responders and essential workers in San Diego, AND support a local nonprofit? Since the beginning of the pandemic crisis, San Diego's essential workers have been working beyond capacity. They risk their personal health every day and place the public's health and safety above their own wellbeing without hesitation.

The Rosin Box Project, San Diego's premier summer contemporary ballet company, is launching a crowdfunding campaign to help raise support to give back to essential workers by way of a **Frontline Performance** to be held on August 29, 2020, at 2 pm at the Tenth Avenue Arts Center, San Diego, California. As a part of their August Series performances for the 2020 Season: Critical Movements, TRBP is adding one special show JUST for the frontline essential workers: doctors, nurses, law enforcement, and the people keeping the food supply viable, and spaces clean and safe. Humbled by the bravery and commitment, this performance is TRBP's way of showing their heartfelt appreciation. The TRBP artists, staff, and directors are united under the belief that sharing the art of dance has the power to bring everyone closer to humanity and closer together, especially during a time of need.

This campaign depends on community support to produce the **Frontline Performance** and to help sustain The Rosin Box Project as it unwaveringly continues to pursue its mission of presenting transformative dance and inspiring human connection. Show your appreciation for the frontline's efforts by donating to this campaign, which will help subsidize production costs and underwrite tickets for the frontline heroes to enjoy a completely sponsored evening of art and entertainment complete with a hosted bar, photo opportunities, and a chance to talk with the artists! Support this campaign, the arts, and TRBP's vision of a brighter and more beautiful future. Give back to those in front.

**Alternative provisions are being made in the event that a live performance cannot take place due to public safety recommendations. Rescheduling, adjustments, and alternative viewing opportunities are all being planned for. Safety is a top priority of the organization, and the team is hard at work making sure they adhere to all CDC guidelines and precautionary measures ensuring the well being and security of their patrons, staff, and artists.*

Where Your Support Goes

\$5 -\$25: everything helps!
\$30: sponsors ticket for 1 frontline hero
\$90: sponsors tickets for 3 frontline heroes
\$1000: sponsors light and tech crew
\$5000: sponsors TRBP staff and artists
\$10,000: sponsors the entire performance

Frontline Performance Date and Info-

Location: Tenth Avenue Arts Center

Time: August 29, 2020, at 2 pm

**Frontline Performance is a private performance only for essential workers and is in addition to our four other public performances during the August Series shows.*

How to Donate: visit <https://www.therosinboxproject.com/support>

**All donations are fully tax-deductible. While The Rosin Box Project is currently in the process of becoming an independent 501(c)(3) non-profit, we are currently proud to be a sponsored project of Fractured Atlas, a 501(c)(3) non-profit arts service organization. Contributions for the charitable purposes of The Rosin Box Project must be made payable to Fractured Atlas only and are tax-deductible to the extent permitted by law.*

If you are interested in reserving tickets for your frontline workers please contact Thom Dancy, Managing Director, at thom@therosinboxproject.com

About The Rosin Box Project:

The Rosin Box Project is an exciting new contemporary ballet company based out of the San Diego area, presenting high-quality performances of world-class professional dancers in a genuinely unfiltered atmosphere through uniquely choreographed and curated intimate performances. The founding objective was to create a space for artistic growth and exploration by offering dancers and choreographers the opportunity to collaborate and develop their own artistic visions, inspiring creativity, and ingenuity of which they may not normally have the opportunity to. Immediately following the close of the first season, a second mission fell strongly into place: To serve the community through art and dance by expanding its reach and deepening the understanding of, and connection to, the art form through unique programs that invite audiences to STEP INSIDE, granting new entry to the transformative power of dance, offering new access to the art-form to see and feel the collective heartbeats that make up the pulse of a larger company.

Founder and Artistic Director, Carly Topazio, created The Rosin Box Project (TRBP) in May 2018. Topazio assembled a collective of dancers to present an original view on contemporary ballet. The small team quickly became a family and orchestrated every aspect of putting on a production and curating visual appeal - choreographing, fundraising, marketing, and directing. The first two performance seasons were presented in intimate black box theaters around San Diego, to exclusively sold-out houses every performance.

TRBP continues to grow and venture further “outside the box” of traditional ballet performance experiences; broadening its boundaries and aiming to create more palpable and visceral shows for its growing audiences.

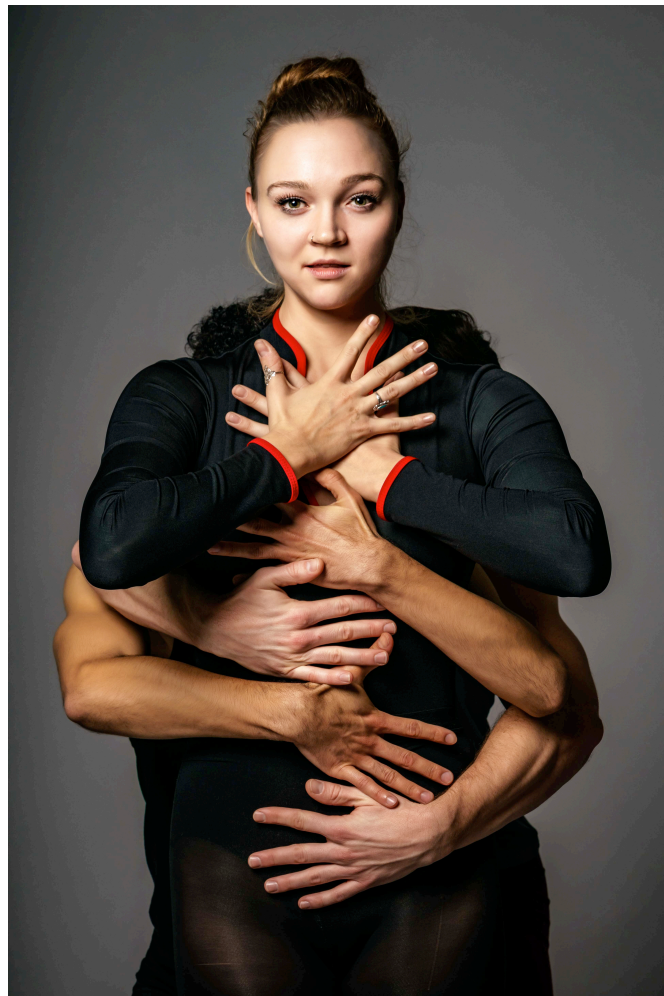
(more)

MEDIA

Video: <https://youtu.be/fxynUJIJOg4>



TRBP Artist Bethany Green, Photo by Carly Topazio



TRBP Artist Bethany Green (Rony Lenis, Brian Heil), Photo by Carly Topazio



TRBP Artists, top row: Katie Spagnoletti, Jessie Leigh Olson, Brian Heil, Lauren Anthony, bottom row: Chelsea Kuhn, Bethany Green, Rony Lenis, Elizabeth Fittro Photo by Carly Topazio

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