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The Playhouse Block Party Returns to the Heart of Pasadena's Cultural District Free to the Public

This signature event returns after more 12,000 people came together to celebrate arts and culture in Pasadena in its inaugural year.

**Saturday, June 8, 2019, 12-noon to 10:00pm
El Molino Ave. at Colorado Blvd.**

- **Live music and performances by more than 20 community and performance groups all day on two outdoor stages.**
- **More than 25 interactive exhibits, activities, games, and a kids' zone provided by numerous community partners and organizations.**
- **Backstage tours of the Pasadena Playhouse.**
- **Food trucks, snack stands, libations, and much, much more.**
- **A good time to be had by one and all!**

PASADENA, CA (January 29, 2019) - Pasadena Playhouse - State Theatre of California is announcing the return of the Playhouse Block Party, in partnership with the Playhouse District Association, after last year's blockbuster inaugural event. This all-day event, *free to the public*, is from 12-noon to 10:00pm on Saturday, June 8 on El Molino Ave. at Colorado Blvd. There will be more than twenty performances on two different stages - a Main Stage and a Family Stage -- during the course of the day, in addition to activity booths hosted by some of Pasadena's most celebrated arts organizations, theatre tours, a silent disco, and more.

Danny Feldman, Producing Artistic Director of Pasadena Playhouse said, "Over 12,000 people joined us last year from all over Southern California to help us celebrate the theatre's Centennial anniversary. We saw people arrive in the morning and stay all day enjoying the Playhouse campus and the Playhouse District. This Block Party fulfills a core tenant of our mission to serve as a gathering place for the community. It also allows us to celebrate all of the rich culture that Pasadena has to offer, and provide it free of charge to everyone."

Pasadena Playhouse has a team that has been working on the Block Party since the day after last year's event, and is again assembling *all things Pasadena* for June 8, including two stages with live music, professional bands and performances; interactive exhibits; food and libations; guided tours; and much, much more. Beginning at noon, families can enjoy activities in the Kids' Zone centered around the Family Stage on El Molino. In late afternoon and early evening, the focus will shift to a "street party" feel with live music and bands, silent disco, food, drink, and more fun.

Playhouse District Association Executive Director Brian Wallace said, "We're thrilled to welcome the community back to the Playhouse District for this all-ages event, which celebrates creativity from throughout our city. With Pasadena Playhouse as our partner, this first-rate event helps broaden our identity as Pasadena's home for arts and culture."

The lineup for this year's Block Party will be announced in the coming months. Last year's performances included Athletic Garage Dance Center, Ballet Folklorico Quetzal, Blue13 Dance Company, Bob Baker Marionettes, Creating Arts Company, Los Angeles College of Music, Makoto Taiko, Nine O'Clock Players, Pasadena City College Theatre & Opera, PCDA (Professional Child Development

Associates) Youth Choir, Pasadena Civic Ballet & Musical Theatre, Pasadena Conservatory of Music, Pasadena Dance Theatre, Pasadena Master Chorale, and School of Rock Pasadena.

In addition, over 35 community organizations participated last year with interactive booths and displays. We look forward to the return of many of these partners including the Pasadena Museum of History, Pasadena Chalk Festival, Rogue Artist Ensemble, and the Shumei Arts Council, in addition to new, exciting opportunities for our patrons to explore the arts. The second annual Block Party will also see the return of special guided tours of the Pasadena Playhouse, including backstage access and production departments, a highlight of last year's event.

For more information, please visit www.playhouseblockparty.org.

About Pasadena Playhouse

Pasadena Playhouse is a place where people have gathered for 100 years to experience bold and important theater. It is one of the most prolific theaters in American history with a legacy of profound theatrical impact and courageous new work. In 1937, the Playhouse was officially recognized as the State Theater of California for its contribution and commitment to the dramatic arts. Today it continues that tradition of excellence under the helm of producing artistic director Danny Feldman. Dedicated to enriching lives through theater, community programs and learning initiatives, Pasadena Playhouse is a living force in the community.

Pasadena Playhouse has commissioned over 550 new works, produced upwards of 1,200 shows, spearheaded over 500 world premieres, developed several shows that went on to Broadway, and welcomed more than one million audience members. These milestones point to the importance of Pasadena Playhouse in the chronicles of American theatre, with very few, if any, professional theatres in this country able to claim similar distinctions of history, impact and longevity. Such a powerful pedigree is now considered against the context of producing live theatre with the modern, digital era as the backdrop for its second century.

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As a community center, it has been the recipient of well over a million hours of service by more than 12,000 volunteers. The well known Friends of the Pasadena Playhouse has been instrumental in the running of the theatre both backstage, front of house, and administratively. For more than thirty years, Pasadena Playhouse ran a famed and fully accredited college -- more than 30,000 students received arts education and access programs.

Pasadenaplayhouse.org

About the Playhouse District Association

The Playhouse District Association (PDA) carries out a mission to promote the economic vitality of the Playhouse District as the center of culture, commerce and community in the heart of Pasadena. Formed as a non-profit corporation in 1995 dedicated to marketing Pasadena's Playhouse District, the PDA began managing a Property-Based Business Improvement District (PBID) in 2001. The PBID pools private dollars largely from property owner assessments in the 32-block Playhouse District area to fund enhanced activities and services. Governed by a quasi-public 11-member board of directors representing the district's property owners, businesses and institutions, the PDA organizes its work into five program categories, each with a standing committee to guide and carry out activities and tasks focusing on a clean, safe and welcoming environment, economic development, an engaging and artistic public realm, parking management, and promotions/marketing.

Playhousedistrict.org

Calendar Listing for Playhouse Block Party

Venue: El Molino Avenue at Colorado Boulevard in Pasadena, CA 91101

Dates: Saturday, June 8 beginning at 12-noon

Tickets: Event is free to the public

Information: Online - Playhouseblockparty.org
By phone at 626-356-7529