

# PRESS RELEASE

## **Arden Theatre extends hand to kids of Camden**

*Rewarding program provides youth with opportunities to see art of theatre*

**March 31, 2010, Camden, NJ:** Imagine a program that sent a bus to Camden to pick up students to go to the Arden Theatre of Philadelphia to see plays that were conveniently scheduled for the students after school.

This is only one of the rewards of the Arden Theatre's Arden for All program in Philadelphia, which serves 5500 students a year, out of which a third of those are students from Camden.

Arden Theatre's Director for Education Maureen Mullin Fowler explained what the Arden for All program does.

"The Arden for All program provides free services to students in the Philadelphia, Camden and Ridley Park school district which includes free tickets to the Arden Theatre's children's performances. UrbanPromise is included in the after school programs that the theatre works with and the plays are scheduled at 5:30 to work with the schedule of students in the after school program," Fowler said. "They also receive free program-related books in order to stress the connection between literature and theatre."

Fowler also explained the significance of theatre and its relationship with the students.

“Kids in the program are students who may not have a chance to experience the art of theatre and we believe that experiencing live theatre invigorates their imagination and connects with subjects that they are learning in the classroom and we provide free tickets to have them see this form of entertainment that they may not often see,” Fowler said. “It is our hope that they also read the books that we give to them in order to instill a long love of learning and reading.”

UrbanPromise’s StreetLeader and Children’s Youth Ministry Director Andy Joshua outlined some of the past theatre visits and highlighted future trips that students in the organization will take to the Arden Theatre.

“This year we took 75-100 staff workers and kids to see some of the plays at the theatre including “Peter Pan” in January,” Joshua said. “At the end of March, 25 StreetLeaders are expected to see “Romeo and Juliet” and at the end of May, we are supposed to take 24 of the younger students between first and sixth grades to see “If You Give A Mouse A Cookie.”

Joshua also expressed his gratitude to the Arden Theatre and the Arden for All program. “This program is a great way to expose kids to culture, broaden their horizons and see theatre,” Joshua said. “We really appreciate the Arden Theatre for opening their doors to us.

*To learn more about the work UrbanPromise is doing in Camden, New Jersey visit [www.urbanpromiseusa.org](http://www.urbanpromiseusa.org)*

### **About UrbanPromise**

UrbanPromise has one clear mission, to build a city of promise, one child at a time. By equipping Camden’s children and young adults with the skills necessary for academic achievement and moreover, life management, UrbanPromise has grown from a tiny summer camp program to a multifaceted institution with a reputation of solidarity and success. Among their many programs are private schools for grades k-12, after school programs, summer camps, and various other recreational and educational programs, each targeting different parts of the lives of Camden’s youth.

**Available for comments or interviews:**

**Andy Joshua**, UrbanPromise StreetLeader and Children's Youth Ministry Director  
(856) 382-1866 or [ajoshua@urbanpromiseusa.org](mailto:ajoshua@urbanpromiseusa.org)

**Shannon Oberg**, UrbanPromise Marketing Coordinator  
(609) 876-9958 or [soberg@urbanpromiseusa.org](mailto:soberg@urbanpromiseusa.org)

**Maureen Mullin Fowler**, Arden Theatre's Director of Education  
[mmullin@ardentheatre.org](mailto:mmullin@ardentheatre.org)