

valley youth theatre

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Valley Youth Theatre's "Most VYTal Event of the Season" *Nets nearly \$200,000 for Award-Winning Non-Profit's 20th Anniversary Season*

PHOENIX, Ariz.—Valley Youth Theatre's Ninth Annual "Most VYTal Event of the Season", held at the Herberger Theater Center on June 14 raised nearly \$200,000. The event kicked off the theatre's 20th Anniversary Season!

Channel 3's Brad Perry hosted the evening and oversaw the live auction, which raised over \$13,000 and included a New York trip to see Valley Youth Theatre (VYT) alum Max Crumm star as Danny Zuko in GREASE on Broadway. One of the highlights of the evening came when VYT alum, Emma Stone, star of last year's SUPERBAD and the upcoming THE ROCKER and HOUSE BUNNY movies due out this summer out bid all of the other bidders to take home the New York Trip. Stone appeared with Crumm in GREASE and numerous other shows while at VYT. "Emma and Max were a force to be reckoned with during their days together at Valley Youth Theatre," says Bobb Cooper, Producing Artistic Director, who will accompany Ms. Stone to New York as part of the auction package. "It will be fun to see the two of them reunited on Broadway, each having become stars in their own right. Valley Youth Theatre is proud to have played a role in their development. It was a thrill to have Emma back to support our theatre and to have such fun bidding to win this trip was a special experience." Earlier this year, VYT alum Jordin Sparks showed support for VYT as beneficiary from her Super Bowl Celebrity Charity Event.

Prior to a performance of "Cinderella" two VYTALITY (Valley Youth Theatre Applauds Leadership Impacting Today's Youth) Awards were given. Valley arts patrons and philanthropists Carole and Bob Matchiz received the "Individual VYTALITY Award" for their support of arts and children's causes in the Phoenix community. American Express was recognized with the "Corporate VYTALITY Award" for the company's continuous support of VYT's Literacy and the Arts program through their Culture Card.

The event was co-chaired by VYT Board members Laura Stover and Mistie Hague. Guests participated in silent and live auctions and enjoyed hors d'oeuvres courtesy of Valley restaurants

Funds raised at the event will support the 2008-2009 Valley Youth Theatre 20th Anniversary season of professional-quality family entertainment, which provides exceptional performing arts experiences for thousands of Valley children and features hundreds of local young talent. The 2008-2009 season kicks off August 8 at the Herberger Theater Center with Elton John and Tim Rice's AIDA.

Valley Youth Theatre is located 525 North First Street in Phoenix. For more information regarding Valley Youth Theatre, please visit www.vyt.com or call the Valley Youth Theatre box office at 602-253-8188 Ext. 2.

About Valley Youth Theatre:

Valley Youth Theatre is a world-class, nationally recognized non-profit organization that targets young people age 7 – 19 for participation in and attendance at quality live theatre productions. VYT's mission is to inspire young people to be the best that they can be by providing them with lifelong lessons through a wide range of performing arts opportunities. VYT is an award-winning theatre, and was recently selected as the Best Arizona Children's Performing Arts and received the 2008 Governor's Arts Award for Arts in Education. Alum include American Idol, Jordin Sparks, Disney Channel's Chelsea Staub and Broadway Star, Max Crumm. Valley Youth Theatre is supported in part by the Arizona Commission on the Arts with funding from the State of Arizona and the National Endowment for the Arts. Partial funding also is provided by the Phoenix Arts Commission through appropriations from the Phoenix City Council. Valley Youth Theatre is a member of Theatre Communications Group, the national organization for the American Theatre. For more information, visit www.VYT.com.

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