



FOR IMMEDIATE RELEASE:
February 24, 2020

Premier Strategies, Inc. Advocates for a Safer Broadway

Manhattan, NY - The consulting and advocacy firm, Premier Strategies, Inc. has been proud to work alongside prominent Broadway, theater organizations such as the Nederlander Organization, Actors Equity Association, The Broadway League, and 321 Management as well as civic and legislative organizations such as the Times Square Alliance, Manhattan Borough President Gale Brewer's office, and New York City Council Speaker Corey Johnson's office to advocate for increased safety and involvement of the NYPD in the theater district of New York

Following two major security breaches at the Broadway shows "Wicked" and "Jagged Little Pill," Premier Strategies, Inc. worked with industry leaders to organize what turned out to be a successful public affairs campaign to urge elected officials and police leadership to reevaluate current procedures and prevent future incidents.

We applaud the Borough President's swift, supportive response in her letter of support (see attached) calling for NYPD to increase their presence and involvement in the theater community and district.

Brian Lafferty of the Borough President's office had this to say of Premier Strategies, Inc. Founding Partner, Gregory Kirsopp's work,

"Many thanks to you for all of your advocacy and organizing efforts on this important issue... I look forward to continuing to work with you..."

Premier Strategies, Inc. will continue to work with the aforementioned groups to pursue positive change across the theater district.

For more information, contact Premier Strategies: info@PremierStrategiesInc.com

###



OFFICE OF THE PRESIDENT
BOROUGH OF MANHATTAN
THE CITY OF NEW YORK

1 Centre Street, 19th floor, New York, NY 10007
(212) 669-8300 p (212) 669-4306 f

431 West 125th Street, New York, NY 10027
(212) 531-1609 p (212) 531-4615 f

www.manhattanbp.nyc.gov

Gale A. Brewer, Borough President

February 24, 2020

Inspector Brendan Timoney
Commanding Officer
Manhattan South
357 West 35th Street
New York, NY 10001-1701

Inspector Mark Iocco
Commanding Officer
Manhattan North
306 West 54th Street
New York, NY 10019-5102

Dear Inspector Timoney and Inspector Iocco:

I write on behalf of constituents who are concerned by two recent events that occurred at Broadway shows on February 15, 2020 and December 23, 2019. On February 15, 2020, an audience member discharged pepper spray at the matinee performance of “Jagged Little Pill” at the Broadhurst Theatre, and on December 23, 2019, an individual ran into the Gershwin Theatre, pushed past ticket takers, and stormed on stage during a performance of “Wicked” and had to be restrained by crew members until the police arrived several minutes later.

In light of these two recent security breaches, I request that more NYPD officers be added to the Theatre Squad and that Theatre Squad patrol on Sunday and Monday evenings, as they do on other days of the week. I understand that The Broadway League has been working with all of the theatres in the Theatre District to improve security operations. To further this effort, I also request that Manhattan North and Manhattan South consult and collaborate with theatres in the Theatre District and The Broadway League on best security practices. Lastly, I request that NCOs reach out and work closely with the theatres in their respective sectors.

Thank you for your attention to this matter. Please reach out to Brian Lafferty, Community Liaison to Manhattan Community Boards 5 and 6, with any questions. He may be reached at blafferty@manhattanbp.nyc.gov and 212-669-4564.

Sincerely,

Gale A. Brewer