



FOR IMMEDIATE RELEASE:  
August 3, 2020

## Fighting for The Arts

**Manhattan, NY** - Premier Strategies is excited to announce our partnership with the Broadway Community Project.

At the start of the suspension of Broadway shows due to COVID-19, members of the Broadway industry began discussing the wide-reaching implications within the community as a result of the pandemic. Broadway Manager Tiffani Gavin, Producer Greg Schaffert and Damian Bazadona (Founder and President of Situation Interactive), hoped to find a way to represent the scale of Broadway from the very top, right down to those who are in affiliate industries who have been significantly impacted, and livelihoods put at risk as a result of the current shutdown.

The Broadway Community Project is a visual representation of the larger Broadway ecosystem and all the roles, organizations and small businesses that come together to build an industry that contributed over \$14.7 billion to the New York economy in 2019, serving as a key driver for tourism.

Premier Strategies proudly joins the team as the legislative and advocacy arm of the Broadway Community Project.

Gregory Kirsopp, Founding Partner of Premier Strategies, Inc., had this to say of the partnership,

“Joining the Broadway Community Project is an incredible honor for us at Premier. Broadway is not only the lifeblood of New York but also an industry near and dear to my heart. The opportunity to advocate at both the local and national level for the arts is something we are extremely proud to be able to do.”

Premier Strategies, Inc. has already begun building a coalition of Broadway and arts organization, such as Broadway Cares Equity Fights Aids, Be An #ArtsHero, and the Broadway Green Alliance to support national advocacy and lobbying efforts calling for the successful passage of critical, bi-partisan legislation, such as S. 4258, the Save Our Stages Act.

*For more information, contact Premier Strategies: [info@PremierStrategiesInc.com](mailto:info@PremierStrategiesInc.com) or visit [www.BroadwayCommunityProject.org](http://www.BroadwayCommunityProject.org)*

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