



For Immediate Release

The Mountain Play Takes A Season Hiatus To Plan For A Sustainable Future



111- year- old nonprofit will continue community engagement with smaller events around the county while focusing on 2026 season and beyond

Mill Valley, CA (October, 2024) - The **Mountain Play**, the San Francisco Bay Area's most magical outdoor theater experience, is seeking community support on future direction for the organization.

After six financially challenging seasons due to weather, COVID, increased expenses, and an industry-wide decrease in the theater-going public, the Mountain Play has decided to take a season off from its signature event on Mount Tamalpais to both raise funds and plan for a sustainable future. www.MountainPlay.org

Like many nonprofit organizations, and nearly all performing arts organizations in the country, Mountain Play Association took a huge hit from the pandemic closure of two back-to-back seasons in 2020 and 2021. After two dark years with government support, the organization was still alive in fall 2021, but returning to Mount Tamalpais has proven to be a much bigger challenge than anyone could have anticipated.

Many theaters nationwide re-emerged to a changed world and new reality.

Across the country, producers of all sizes and stripes are reporting between 17% and 30% drop in ticket sales. Common thinking suggested that outdoor theaters would have an advantage over indoor theaters, but in fact the problem runs deeper than fear of COVID. Theatergoers' traditions were disrupted in 2020 and audience numbers have not yet rebounded back to pre-pandemic normal.

In addition to lower audience numbers, the theater industry has also faced many increased expenses since the pandemic with production costs, labor and material costs. The Mountain Play was not spared from any of these issues.

“The Mountain Play looks forward to including our community in the planning conversations through surveys, focus groups, and special events”, says Executive Director & Artistic Producer, Eileen Grady. “While saddened to not have our signature event this season, we are excited to begin this process and share our plans for the future with you.”

The planning kicks off with *Funding the Future: a Musical Celebration to Benefit the Mountain Play*. Guests will enjoy a night of music, live auction, 3-course dinner and beautiful views at the Corinthian Yacht Club on November 9, 2024. Tickets are \$250 (\$100 is tax deductible). For more info and tickets, visit www.MountainPlay.org

About the Mountain Play:

Rooted in more than a century of theatrical tradition, the Mountain Play Association provides enriching live performances that stimulate creativity, engage our community and foster a lifelong enjoyment of the arts.

Our signature event is a spectacular outdoor production that celebrates musical theatre and nurtures respect for the unique natural beauty of Mount Tamalpais.

www.MountainPlay.org

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