

HAMMER THEATRE CENTER SUCCESSFULLY RAISES FUNDS TO LIVE STREAM THEATRE AND EVENTS

SAN JOSE, CA (10 September 2020) – A hub for entertainment in the heart of San Jose, **Hammer Theatre Center** announces the completion of its crowdfunding campaign, successfully raising \$30,000 in funds to create a studio quality, high-definition, multi-camera video environment that will allow the theatre to offer audiences world-class live stream events to view from home. This equipment will be available to community and professional organizations to utilize for streaming their productions, from solo shows to speeches, dance and musical performances, and more. “We are looking forward to partnering with community organizations to help them bring their talents to audiences at home,” said Hammer Executive Director Chris Burrill. “Many independent artists and arts organizations may not have the space needed to perform their productions or the latest in streaming technology to properly capture and broadcast their art. We hope that this is an opportunity for many more artists in our community to be able to share their work with audiences even as live performances have been paused.”

The tech innovations will allow the Hammer to continue offering its community vibrant productions now, while large public gatherings are prohibited, as well as in the near future, when only smaller groups may be allowed. It also offers an alternative for the distant future, when public gatherings may once again be prohibited, and/or to provide accessibility to those unable to attend a live event in person. For updates, the public may visit www.hammertheatre.com.

The Hammer’s exciting campaign to invest in technology began July 8, and ended with the support of a lead donor who successfully secured a match of \$5,000 from Intel Corporation. The refitting of the theatre to offer live stream content from its stage will provide audiences with at-home access to live performance, including professional productions, community-based works, SJSU productions, live music and dance performances, and more.

Owned by the City of San Jose and operated by SJSU, the **Hammer Theatre Center** is a state-of-the-art performance venue located in the heart of downtown San Jose at 101 Paseo De San Antonio, between 2nd and 3rd Streets. The 528-seat theatre has presented an array of offerings including outstanding professional productions, community-based works, SJSU productions, film and jazz festivals, and even live outdoor aerial presentations up the side of the building. In its last season, the Hammer presented nearly 200 events, drawing more than 57,000 audience members. From its live local and international dance presentations to jazz performances, from the popular *National Geographic Live!* speaker series to the acclaimed *National Theatre Live* film screenings, the Hammer's mission is to serve the community through artistically and educationally excellent programming that is expressive of the unique characteristics and diverse cultures that comprise Silicon Valley. The broader vision of the Hammer includes arts, innovation, and technology programming on the Paseo de San Antonio, creating a vibrant pathway between SJSU and the Tech Museum and bridging the urban spaces from Saint James Park down to the South of First Avenue cultural district.

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PHOTOS: Media may download high-res photos at:
<http://www.cbpr.co/press/hammertheatre>