

**FOR IMMEDIATE RELEASE**

Media Alert for all press

Through small acts, a community can make a large impact at  
**Chance Theater's 4<sup>th</sup> Annual 24hr Chance-a-thon**  
Local artists and theater lovers will come together on March 14<sup>th</sup> and 15<sup>th</sup>  
in support of the Chance's artistic and education programs

**February 27, 2015 in Anaheim, CA ...** Chance Theater is excited to announce its fourth annual fun and unique fundraiser, 24hr Chance-a-thon, which is a weekend immersed in live performances. Artists and community members alike come together for 24 hours (okay, 27 hours) over the two-day span to showcase their work and raise money for the Chance. Friends, fans and inspired strangers unite through small acts to make a major impact. **This year's 24hr Chance-a-thon will take place from 10am - 11pm on Saturday, March 14 and 9am – 11pm on Sunday, March 15.**

The 24hr Chance-a-thon started in 2012, as a different approach to the standard gala fundraising model – a big, fancy event for patrons who can afford to make a larger contribution in support of the arts. But what about those theater lovers that want to show their support? And local artists? The answer was an event that would take place over one weekend, showcasing a slew of local talent, performing for single ticket purchasers and people we like to call “Marathoners”. Although they do not do any running, these special members of the Chance team go out into the community to gather pledges, much like someone would for a walk-a-thon, and earn special rewards such as free Chance-a-thon tickets, achievement medals and t-shirts. Plus, the marathoners and artists receive donor benefits for every dollar they raise.

“This is an opportunity for a theater lover with limited means to become a philanthropist,” said Founding Artist Casey Long. “Every year, our marathoners go out there to talk about the Chance through social media, at work, and on the phone with everyone they know. And they’ll get pledges from people for \$10 to \$20. That’s not a lot on its own, but when they get enough people to donate a little, it can become a lot. Plus, our marathoners can then receive full donor benefits throughout the year, including program and lobby recognition, invitations to special events, and more.”

This year's line-up of performers ranges from singers to magicians, and from veteran performers to young artists still in high school. Featured acts include cabarets, clowning, musical medleys celebrating jazz, pop, and Broadway style classics.

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The 24hr Chance-a-thon has had added benefits to the Chance as an arts organization, introducing the award-winning company to local directors, actors, and even designers. Also, at the first Chance-a-thon, Associate Artistic Director Jocelyn A. Brown got together some other resident artists and friends to produce a Celtic music concert. The idea that came from Brown's passion for the Celtic music tradition resulted in the formation of the band Craic in the Stone, which is still performing together all over Orange County, has release two albums, and will be appearing for their fourth consecutive Chance-a-thon this year.

To sign up as a Marathoner, visit [www.ChanceTheater.com/24hr](http://www.ChanceTheater.com/24hr). There is no registration fee, or minimum to raise, but you can make a difference in the Chance's mission of creating a more compassionate, connected and creative community.

To schedule an interview, contact Casey Long at (714) 900-3284 or by email at [Casey@ChanceTheater.com](mailto:Casey@ChanceTheater.com).

## ABOUT CHANCE THEATER

Proud to be one of the leading ensemble-driven theatre companies in Southern California, CHANCE THEATER has won five Ovation Awards (including two for Best Production of a Musical--Intimate Theater for *Triassic Parq -- The Musical* and *Jerry Springer: The Opera*), four LADCC Awards including the Polly Warfield Award for Excellence, and was twice named "Outstanding Arts Organization" by Arts Orange County. The Anaheim City Council recently named Chance Theater "the official resident theater company of Anaheim". Founded in 1999, Chance Theater is focused on its goal of being Orange County's premiere mid-size contemporary theater by contributing to a more compassionate, connected, and creative community. As a constituent member of Theatre Communications Group, Network of Ensemble Theaters, and the LA Stage Alliance, Chance Theater continues to bring national attention to the Southern California and Orange County theater scenes.

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## CALENDAR LISTING

**WHAT: 24hr Chance-a-thon**

The 24hr Chance-a-thon is a weekend immersed in live performances. Artists and community members alike come together for 24 hours over the two-day span to showcase their work and raise money for Chance's artistic and education programs. Friends, fans and inspired strangers unite through small acts to make a major impact.

**WHEN: Saturday, March 14 from 10am – 11pm and Sunday, March 15 from 9am – 11pm**

For a detailed line-up of performances, visit [www.ChanceTheater.com/24hr](http://www.ChanceTheater.com/24hr)

**WHERE: Chance Theater @ Bette Aitken theater arts Center, 5522 E. La Palma Ave., Anaheim, CA 92807**

**TICKETS: \$15.00 in advance, \$20.00 at-the-door.**

Call (714) 777-3033 or visit [www.ChanceTheater.com](http://www.ChanceTheater.com).

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