

Dear Students, Faculty and Staff,

I invite you to join the members of **[Insert your course name here]** as we participate in a social media campaign and contribute to a theater history digital archive by reposting, retweeting, and amplifying Black theatres on the first annual Black Theatre Day.

BLACK THEATRE DAY commemorates the 200th anniversary of the September 17, 1821 opening night of the African Company/African Grove Theatre, the first known Black professional theatre in the United States. They produced Shakespeare and new works (e.g. “The Drama of King Shotaway” by founder William Alexander Brown) and launched the acclaimed career of Ira Aldridge, a young Black actor who left the U.S. and became an international superstar of the classical stage.

Even as we pay homage to these early 19<sup>th</sup> century Black theater artists, we are reminded that “21st century Black theatres in the U.S. are still working to build sustainable, institutional wealth . . . This official day will become an annual opportunity to celebrate Black Theatre by creating awareness of our organizations and generating contributions of money, time, and service while amplifying the work of Black theatre institutions.” – The CRAFT Institute

<https://www.thecraftinstitute.org/black-theatre-day>

**[Insert your course name here]** students are highlighting Black theatres in their home/origin city, state or region. You can support this project by reposting their posts, searching #BlackTheatreDay on social media, and following @The\_CRAFT\_Institute where we also be posting course-related content throughout the semester.

More ideas:

1. Can you identify a Black Theatre institution in your home or origin city/town/region? Find at least one Black theatre organization and follow them on social media. If the theatre you identify does not post on Black Theatre Day, create a post and tag them using the Black Theatre Day hashtags expressing your support for Black Theatre and encouraging folx to support the organization.
2. Follow other Black theaters participating in Black Theatre Day - share, retweet, and support as a form of active engagement.
3. Share with people in your networks
4. Read more about Black Theatre Day:  
<https://www.thecraftinstitute.org/black-theatre-day>
5. Follow The CRAFT Institute on Facebook, Instagram, and/or Twitter.

Black Theatre Day is an initiative of The International Black Theatre Summit and convened by The CRAFT Institute.