



Kimmel Cultural Campus

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Where do Broadway shows go when they die? On Tour! Say his name 3 times, @BeetlejuiceBway is coming to the @KimmelCC (Twitter)/@KimmelCulturalCampus (Facebook and Instagram) from 5/30 – 6/11! For more information, visit kimmelculturalcampus.org.

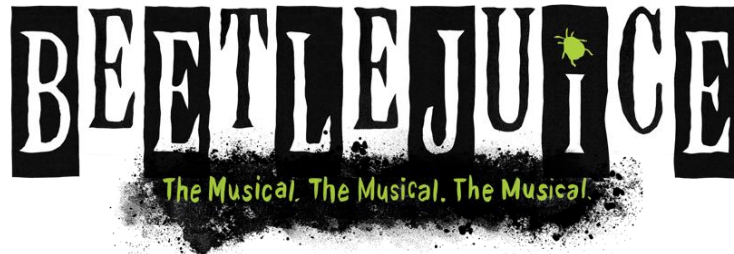
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KIMMEL CULTURAL CAMPUS AND THE SHUBERT ORGANIZATION PRESENT THE BROADWAY SMASH HIT, *BEETLEJUICE*, MAY 30 – JUNE 11, 2023

***“PURE MISCHIEF! ROWDY, CHEEKY AND
GLEEFULLY IRREVERENT.”*** – *New York Magazine*

“A FEAST FOR THE EYES AND THE SOUL!” – *Entertainment Weekly*

“A JOYFUL, EBULLIENT ANTIDOTE TO REALITY!” – *Rolling Stone*

FOR IMMEDIATE RELEASE (April 4, 2023) – It’s showtime! The Kimmel Cultural Campus and The Shubert Organization present the ghost-with-the-most as he makes his Philadelphia debut in this edgy and irreverent new musical comedy. *Beetlejuice* will haunt the Academy of Music on the Kimmel Cultural Campus from May 30 – June 11, 2023, as part of the 2022-23 Broadway series.

Based on Tim Burton’s dearly beloved film, this hilarious musical tells the story of Lydia Deetz, a strange and unusual teenager whose whole life changes when she meets a recently deceased couple and a demon with a thing for stripes. With an irreverent book, an astonishing set, and a score that’s out of this Netherworld, *Beetlejuice* is “SCREAMINGLY GOOD FUN!” (*Variety*). And

under its uproarious surface (six feet under, to be exact), it's a remarkably touching show about family, love, and making the most of every Day-O!

"*Beetlejuice* is one of the cheekiest shows on the 2022-23 Broadway season, with a visually spectacular set and over 100 special effects, optical illusions, and pyrotechnics," Frances Egler, Vice President of Theatrical Programming & Presentations on the Kimmel Cultural Campus. "Directed by Tony® Award-winning director, Alex Timbers, whose other contribution to our season is this summer's highly-acclaimed *Moulin Rouge! The Musical*, we are thrilled to have Philadelphia audiences experience the Netherworld for the first time in a production unlike anything they've seen before."

Beetlejuice opened at Broadway's Winter Garden Theatre on Thursday, April 25, 2019 – presented by Warner Bros. Theatre Ventures (Mark Kaufman) and Langley Park Productions (Kevin McCormick) – and won the Drama Desk Award and Outer Critics Circle Award for David Korins' scenic design and was nominated for eight Tony® Awards including Best New Musical.

Beetlejuice had a history making run on Broadway; following the release of the musical's original Broadway cast recording and Tony® Awards appearance, the box office exploded, making it the surprise hit of the 2018-2019 season. *Beetlejuice*'s Tony® Awards performance has gone on to be the most watched musical number from the broadcast with over 4.4 million views. *Beetlejuice* became a sensation with fans everywhere, including on TikTok, which led to an additional burst of ticket sales from a new audience, making the musical one of the top grossing shows on Broadway and going on to break the Winter Garden box office record. The smash hit musical *Beetlejuice* played 366 performances at the Winter Garden Theatre on New York City before being shut down with the rest of Broadway on March 12, 2020. *Beetlejuice* returned triumphantly to Broadway with performances on April 8, 2022, at the Marquis Theatre, where it continued to haunt Broadway through January 8, 2023.

Beetlejuice is directed by Tony® Award winner Alex Timbers (*Moulin Rouge! The Musical*; Director of Warner Bros. forthcoming *Toto*, the animated musical film adaptation of Michael Morpurgo and Emma Chichester Clark's 2017 book), with an original score by Tony Award nominee Eddie Perfect (*King Kong*); a book by Tony® Award-nominee Scott Brown (*Castle Rock*) and Tony® and Emmy Award® nominee Anthony King (*Robbie*); music supervision, orchestrations, and incidental music by Kris Kukul (*Joan of Arc: Into the Fire*); and choreography by Connor Gallagher (*The Robber Bridegroom*).

Beetlejuice features scenic design by three-time Tony® Award nominee David Korins (*Hamilton*); costume design by six-time Tony® Award winner William Ivey Long (*The Producers*); lighting design by Tony® Award winner Kenneth Posner (*Kinky Boots*); sound design by Tony® Award winner Peter Hylenski (*Moulin Rouge! The Musical*); projection design by Tony® Award nominee and Drama Desk Award winner Peter Nigrini (*Dear Evan Hansen*); puppet design by Drama Desk Award winner Michael Curry (*The Lion King*); special effects design by Jeremy Chernick (*Harry Potter and the Cursed Child*); hair and wig design by Drama Desk Award nominee Charles G. LaPointe; make-up design by Joe Dulude II; associate director is Catie Davis and associate choreographer is Michael Fatica; casting by The Telsey Office.

Producers for *Beetlejuice* include Warner Bros. Theatre Ventures, Langley Park Productions and NETworks Presentations.

Ghostlight Records and Warner Records released *Beetlejuice – Original Broadway Cast Recording* for digital download, streaming, and on CD. The album is produced by Tony Award

winner Matt Stine, Tony® Award winner Alex Timbers, Tony® nominee Eddie Perfect, and three-time Grammy Award winner Kurt Deutsch, and it has surpassed 250 million streams in the United States and 760 million streams globally. These landmark numbers continue the remarkable success of the album, reaching the list of top 10 most streamed OBCRs of the previous decade. The show's songs have placed in Spotify's "Viral 50" charts in 13 different countries. In addition, "Say My Name," one of the show's breakout showstoppers, was chosen as Amazon's "Alexa Song of the Day" in 2019. The incredible growth is partly a result of user-generated content on TikTok, where songs from the album have been used in over one million videos.

Beetlejuice is based on the 1988 Academy Award®-winning Geffen Company motion picture presented by Warner Bros. and directed by Tim Burton. The smash hit comedy starred Michael Keaton, Alec Baldwin, Geena Davis, Jeffrey Jones, Catherine O'Hara, and Winona Ryder, with story by Michael McDowell and Larry Wilson.

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TICKETS

Tickets can be purchased by calling 215-893-1999 or online at www.kimmelculturalcampus.org. In-person ticket sales can be conducted daily from 10 a.m. - 6 p.m. at the Academy of Music Box Office, located at 240 S. Broad Street. See www.kimmelculturalcampus.org for more information.

Please visit www.BeetlejuiceBroadway.com or follow @BeetlejuiceBway on [Twitter](https://twitter.com/BeetlejuiceBway), [Instagram](https://www.instagram.com/BeetlejuiceBway), [Facebook](https://www.facebook.com/BeetlejuiceBway), and [TikTok](https://www.tiktok.com/@BeetlejuiceBway).

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THE SHUBERT ORGANIZATION

The Shubert Organization is America's oldest professional theatre company and the largest theatre owner on Broadway. Since the dawn of the 20th century, Shubert has operated hundreds of theatres and produced hundreds of plays and musicals both in New York City and throughout the United States. Shubert currently owns and operates 17 Broadway theatres, six off-Broadway venues, and the Forrest Theatre in Philadelphia. Under the leadership of Robert E. Wankel, Chairman and CEO, The Shubert Organization continues to be a leader in the theatre industry. Shubert delivers innovative ticketing solutions via its Telecharge interface, API distribution, and private-label technology, offering unparalleled distribution and marketing to the theatre industry and beyond. Its consumer-facing brands—Telecharge for retail ticket sales and Broadway Inbound for group buyers, tour operators, and the travel industry—sell millions of tickets each year. The Shubert Foundation, sole shareholder of The Shubert Organization, Inc., is dedicated to sustaining and advancing live performing arts in the United States. The Foundation provides general operating support to not-for-profit theatres and dance companies. Foundation grants in 2022 totaled \$37.6 million to 609 grantees.

KIMMEL CULTURAL CAMPUS

Located in the heart of Center City, Philadelphia, our mission is to engage the region's diverse communities with art through performance and education. Our Cultural Campus serves more than 1-million guests per year and includes Kimmel Center for the Performing Arts (Verizon Hall, Perelman Theater, and SEI Innovation Studio), the Academy of Music, and the Miller Theater (formerly the Merriam Theater) – representing more than 160 years of rich history for the performing arts along Philadelphia's Avenue of the Arts. We are home to The Philadelphia Orchestra and six esteemed Resident Companies: Opera Philadelphia, Philadelphia Ballet,

PHILADANCO, The Chamber Orchestra of Philadelphia, The Philadelphia Chamber Music Society, and Curtis Institute of Music. With nearly 9,000 seats per night, we are the region's most impactful performing arts center, and the second largest in the country. Our Cultural Campus serves as a preeminent and inclusive place to enjoy exceptional experiences that reflect the spirit of our region by cultivating a creative and socially responsible environment where our community shares experiences that are delivered with pride, integrity, and respect. As a 501 c 3 nonprofit organization, we collaborate on, present, and produce a broad range of relevant and meaningful events, we serve as an active gathering space for social and community events, we educate the region's young people through access to quality arts experiences, and we provide support to artists in the creation of new work. Read Kimmel Cultural Campus' vision statement, world view, and mission statement [here](#). Learn more about our commitment to diversity, equity, and inclusion and how it encompasses our mission, coworkers, and programs [here](#).

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For photography, please visit <https://kcccpress.smugmug.com>