



The National Theatre for Children



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NTC Celebrates 40 Years of Educational Theatre

This year, NTC (The National Theatre for Children) turns 40 years old, celebrating four decades of bringing educational in-school programs to K-12 schools throughout the United States, Australia and New Zealand. Established in 1978 by then-19-year-old University of Minnesota theatre student Ward Eames, NTC set out to both educate and entertain by using live in-school theatre to forward organizations' reputations through community outreach campaigns.

Over the next 40 years, NTC continued to branch out, presenting on a growing library of subjects. The Minneapolis-based company has educated K-12 students on energy efficiency, electrical safety, natural gas and water conservation for major utilities such as Duke Energy, AEP (American Electric Power) and American Water; financial literacy for corporations like Bank of the West and Citibank as well as state organizations in Iowa and North Dakota; STEM learning through partnerships with Best Buy, LEGO and Arizona Public Service; and health and wellness, including bullying and smoking prevention programs for Dole and United Healthcare – to name just a few of NTC's clients.

A lot has changed since the days of Jimmy Carter, *Space Invaders* and the first-ever mobile phone. NTC has kept up with the times, educating on important topics like climate change and cutting-edge STEM technologies. Highlights from NTC history include multiple Telly Awards and recognition from the Robert Wood Johnson Foundation, articles in the *New York Times* and *Wall Street Journal*, and even performances at the White House.

By recognizing the power of creative educational methods to make a lasting impression on a wide variety of students—as well as parents and families who share in their newfound enthusiasm—NTC was ahead of its time, predating research about the value of an art-based multimedia approach to teaching. NTC's ability to enhance the public reputation of major corporations also foreshadowed 21st-century business practices, which embrace the importance of corporate social responsibility as an essential part of any company's marketing efforts.

Since its inception, NTC has performed for over 30 million students across the country, visiting thousands of schools each year. Today, the company gives thanks to its longtime partners—from corporations and nonprofits devoted to social engagement, to the schools and educators that have welcomed its programs time and time again. NTC also looks forward to the next 40 years, where further innovations and exciting educational tools await. Whatever the future holds, NTC will embrace the opportunity to educate and entertain younger generations in new and ever-evolving ways.

About The National Theatre for Children

NTC is a premium provider of educational programming with operations in the U.S., Australia and New Zealand. We work directly between schools and clients to promote beneficial behaviors and life skills to students in grades K-12 on a local, regional and national level.

Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.

Our award-winning educational programs are provided free for schools and are customizable to accommodate specific messages and goals for clients. Through formats including live performance, in-class discussion, graphic novels, print curriculum, and digital games and activities, we present topics such as STEM, energy conservation, safety, financial literacy, water and environmental stewardship, and health and social responsibility in ways that engage and empower students. In doing so, we are helping our clients to be forces of change for students, parents and communities.

Shorter blurb excerpt:

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