

## HAMMER THEATRE CENTER TO LIVE STREAM THEATRE AND EVENTS ANNOUNCES COMMUNITY CROWDFUNDING CAMPAIGN TO FUND STUDIO QUALITY MULTI-CAMERA CAPABILITIES

SAN JOSE, CA (16 June 2020) – A hub for entertainment in the heart of San Jose, **Hammer Theatre Center** closed its doors on March 15 in response to the shelter in place orders issued for Santa Clara County. Today it announces its exciting new plan to invest in technology to create a studio quality, high-definition, multi-camera video environment that will allow the theatre to offer its audiences world-class live stream events to view from home. In response to ongoing COVID-19 mitigation efforts, these 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. To lead this initiative to provide at-home access to live performance, including professional productions, community-based works, SJSU productions, live music and dance performances, and more, the Hammer has launched a crowdfunding campaign through July 8, 2020 to raise \$30,000, funds that will enable the company to refit the theatre and offer live stream content from its stage. For more information or to donate, the public may visit [power.sjsu.edu/hammertheatre](https://power.sjsu.edu/hammertheatre).

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.

**-30-**

**PRESS:** Contact Steph Keay, Carla Befera & Co.  
[steph@cb-pr.com](mailto:steph@cb-pr.com)

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