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New Brunswick, New Jersey

Media Release

For Immediate Release

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Public Invited to Celebrate NBPAC Opening

September 5 event will feature a ribbon cutting ceremony and tours

New Brunswick, NJ August 30, 2019 – The curtain will soon rise on the New Brunswick Performing Arts Center (NBPAC) and the community is invited to attend the welcome party for this brand new epicenter of arts and culture for our City.

At 4 p.m. Thursday, September 5, the celebration will begin at NBPAC and a ribbon cutting ceremony will be immediately followed by tours of the new building, featuring two state-of-the-art theatre spaces, three rehearsal spaces; an elegant lobby and bar area; two floors of office space to accommodate the Middlesex County Arts Institute; and 207 residential units, 20 percent of which are designated as low and moderate-income housing.

Refreshments will be available and live music will be performed by the New Brunswick District Jazz Band. Admission is free and open to all.

“After careful planning, preparation and building, we’re thrilled to be able to cut the ribbon and welcome our community into their New Brunswick Performing Arts Center, the newest act in the story of arts and culture in our City,” said Mayor Jim Cahill. “This spectacular venue will house live music, dramatic theater, film

screenings, community discussions and theatre workshops, offering something for everyone. We're thrilled to be able to open the doors and welcome in the public to see it for the first time."

NBPAC features two theaters for live performances, named in honor of benefactors of the arts in New Brunswick. The Elizabeth Ross Johnson Theater is a 463-seat theatre space meant to house larger productions, such as musical theatre or opera. The Arthur Laurents Theater is an intimate space that can seat 252 patrons and was designed to showcase dramatic theatre and dance productions.

Both theatre spaces are outfitted with state-of-the-art lighting and production systems to best showcase the works of our local performing arts entities, including American Repertory Ballet, Crossroads Theatre Company, George Street Playhouse and Mason Gross School of the Arts at Rutgers University.

NBPAC will also house musical performances, lectures and community events throughout the season.

"The arts play a crucial role in the culture, economy and livelihood of New Brunswick and this state-of-the-art facility is on par with some of the finest performing arts houses in the country," said New Brunswick Development Corporation (DEVCO) President Chris Paladino.

NBPAC is located at 11 Livingston Avenue. For more information about the New Brunswick Performing Arts Center, including a schedule of performances for the coming months, please visit www.nbpac.org.

The City of New Brunswick is the county seat for Middlesex County and home of Rutgers, The State University of New Jersey, the world headquarters for Johnson & Johnson and two globally-renowned hospitals. New Brunswick is an educationally-focused City as well as "The Healthcare City."

All of New Brunswick's developments provide seamless access to major transportation lines and an extensive dining scene and an arts district, located in its bustling downtown. The City is focused not only on bringing in new residents and businesses, but also on improving the lives of every one of its residents.

For more information, please visit www.cityofnewbrunswick.org.