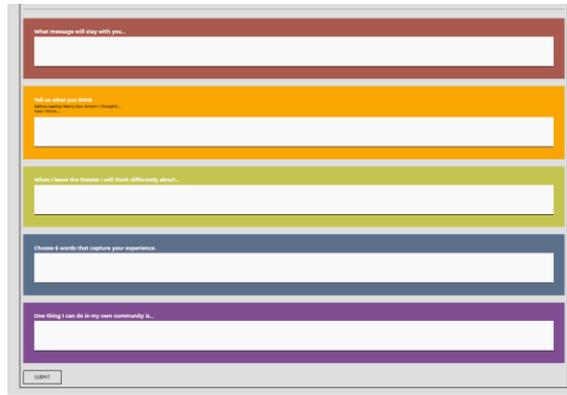




RELEASE: US COMPANY RECEIVES £1,000 AUDIENCE ENGAGEMENT AWARD



We are pleased to announce that the winner of the £1,000 *SIT-UP Audience Engagement Award* at EdFringe 2019 is New York based Children’s Theatre for **Henry Box Brown** which was performed at Gilded Balloon.

This annual award is given to a company that engages with its audiences in an innovative way. The company used QR codes linked to a very effective website to gain audience feedback and to get the audience to comment on “When I leave the theatre I will think differently about” and to pledge “One thing I can do in my own community“. The combination of QR code, feedback and a pledge provides strong engagement and reinforcement of the message for audiences and allows them to take a positive message forward.

Nearly 40% of all theatre productions at the 2019 Edinburgh Festival Fringe looked at serious social issues and there is a large percentage of the audience that are going to these shows not just to be entertained but with a real thirst to be better informed on the issues as well as a desire for greater engagement. Henry Box Brown did just that and demonstrated how audience engagement should work in the digital age. The QR code was held up on stage at the end of the show and was also on display in the foyer afterwards – those filling in the forms were given a chance to download the music from the show.

David Graham – founder of SIT-Up Awards commented: “There are some wonderful examples of companies trying to do more than just put on a play but few do it well or pay little more than lip service to audience engagement”.

As **Mehr Mansuri from Henry Box Brown said:** “The social action engagement with our audiences is not a thing apart or after-thought, but at the very centre of our artistic and programmatic vision.”

For further information:

Wendy Niblock PR: m: 07961 814834 / e: wendyniblock@btinternet.com

Web: www.situpawards.com / **Twitter:** @situpawards

Ends.../