

UNICORN · COLONIAL · FITZPATRICK

BERKSHIRE

THEATRE GROUP

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Berkshire Theatre Group Receives Universal Participation Designation from Mass Cultural Council

Pittsfield, MA— Berkshire Theatre Group (BTG) is proud to announce that it was the recipient of the Mass Cultural Council's Universal Participation (UP) Designation. The Mass Cultural Council's (MCC) UP Initiative seeks to break down barriers that prevent civic participation in the cultural sector of Massachusetts.

Artistic Director/CEO Kate Maguire says, "It is our goal to open our theatre doors wide to make sure everyone feels comfortable and capable of making BTG their home for all things creative!"

The UP Designation provides peer networking, leadership platforms, access to grants, promotional opportunities, and professional development for organizations demonstrating inclusive practices.

Through the MCC Innovation and Learning Network and the UP Designation, the goals of the UP Initiative are to support the growth and development of organizations that embrace inclusivity as core to their mission and recognize the power of design to anticipate and accommodate patrons, staff, volunteers, and students.

BTG received this designation through providing training to the staff, board, and volunteers about inclusion; engaging users and experts to steward institutional needs to

facilitate program and policy development; and implementing innovative accessible practices.

MCC is a state agency that promotes excellence, inclusion, education and diversity in the arts, humanities and sciences to foster a rich cultural life for all Massachusetts residents and contributes to the vitality of our communities and economy. The Council pursues this mission through a wide range of grants, initiatives, and advocacy for artists, communities, organizations, and schools.

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About Berkshire Theatre Group

The Colonial Theatre, founded in 1903, and Berkshire Theatre Festival, founded in 1928, are two of the oldest cultural organizations in the Berkshires. In 2010, under the leadership of Artistic Director and CEO Kate Maguire, the two organizations merged to form Berkshire Theatre Group (BTG). Berkshire Theatre Group's mission is to support wide ranging artistic exploration and acclaimed performances in theatre, dance, music and entertainment. Every year, BTG produces and presents performances to over 68,000 attendees and, through our Educational Program, serves over 13,000 Berkshire County school children annually.