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ArtsEmerson presents  
THE NEW ENGLAND PREMIERE OF  
***Born For This***  
***A New Musical***

COMING TO BOSTON THIS SUMMER FOR A LIMITED ENGAGEMENT,  
JUNE 15 - JULY 15 AT THE EMERSON CUTLER MAJESTIC THEATRE

ORIGINAL MUSIC AND LYRICS BY BEBE WINANS  
BOOK BY CHARLES RANDOLPH-WRIGHT AND BEBE WINANS  
DIRECTED BY CHARLES RANDOLPH-WRIGHT

**\*\* SINGLE TICKETS GO ON SALE SUNDAY, MARCH 25 \*\***

ArtsEmerson is honored to announce that ***Born for This – A New Musical*** will take the stage this summer for a limited engagement, June 15 – July 15 at the Emerson Cutler Majestic Theatre, 219 Tremont St, Downtown Boston. From six-time GRAMMY® Award-winning icon BeBe Winans and director Charles Randolph-Wright (*Motown the Musical*), ***Born For This*** celebrates the incredible true story of BeBe Winans – a young man who follows his heart and finds his destiny.

Detroit teenagers BeBe and CeCe Winans experience the ultimate in culture shock when they leave the comfort and safety of their family (the already-famous Winans musical dynasty) to join Jim and Tammy Faye Bakker's Praise The Lord Network in Pineville, North Carolina. Jim and Tammy become an unlikely surrogate family as the siblings rapidly become the hottest stars in televangelical America. Eventually crossing over to mainstream fame, BeBe must learn to reconcile the temptations of stardom and fortune with the things he ultimately values more.

***Born For This*** brings the legendary artist's story to life with acclaimed new music and lyrics by BeBe Winans that will have audiences on their feet. A wildly funny yet deeply emotional journey toward self-discovery, ***Born For This*** is the family-friendly and universal story for anyone who has ever yearned for something – for anyone who is looking to find their purpose in life.

Starting at just \$18, tickets for ***Born For This*** will go on sale Sunday, March 25, and are available online at [www.ArtsEmerson.org](http://www.ArtsEmerson.org), by phone at 617.824.8400, or in person at the ArtsEmerson Box Office (located at the Emerson Paramount Center, 559 Washington St, Downtown Boston). Student, senior and group discounts are also available. ***Born For This*** may also be purchased as part of an ArtsEmerson Season Package, featuring prices as low as \$61 to see three shows.

(more)

“We are beyond thrilled to be continuing ArtsEmerson’s relationship with this remarkably inspirational work,” said David Howse, Executive Director of ArtsEmerson. “Our commitment to this piece began in 2013, when we provided BeBe Winans and Charles Randolph-Wright with space for two workshops of what was then a brand new idea for a Broadway musical.”

David Dower, Artistic Director of ArtsEmerson, remembers the performance that concluded that second workshop in 2014. “We invited many of our community partners to get a glimpse of what we had been up to, and the music and story just swept them away. At the end of the presentation, the whole group just turned toward me, demanding that we get this show back to Boston as soon as possible. That response was wonderful and unambiguous. I loved it. And now we’re finally here. I’m looking forward to being in the Cutler Majestic to see our audiences light up in the same way.”

### **About ArtsEmerson**

ArtsEmerson is Boston’s leading presenter of contemporary world theatre. It is dedicated to engaging *all* communities through stories that reveal and deepen connections to each other. By cultivating diversity in the art *and* in the audience, ArtsEmerson ignites public conversation around the most vexing societal challenges as a catalyst for overcoming them. ArtsEmerson is committed to welcoming everyone into its landmark venues, located in Boston’s downtown Theatre District, for a diverse program of contemporary theatre, film, and music from around the city and around the world. In addition, ArtsEmerson engages in a range of community partnerships and produces a series of initiatives that make visible the rich diversity of cultural activity in the region. These programs are core to ArtsEmerson’s mission and expresses commitment to civic responsibility to create a more cohesive society. ArtsEmerson is led by Artistic Director, David Dower and Executive Director, David Howse. For more information, visit [ArtsEmerson.org](http://ArtsEmerson.org).

### **About Emerson College**

Based in Boston, Massachusetts, opposite the historic Boston Common and in the heart of the city’s Theatre District, Emerson College educates individuals who will solve problems and change the world through engaged leadership in communication and the arts, a mission informed by liberal learning. The College has 3,780 undergraduates and 670 graduate students from across the United States and 50 countries. Supported by state-of-the-art facilities and a renowned faculty, students participate in more than 90 student organizations and performance groups. Emerson is known for its experiential learning programs in Los Angeles, Washington, DC, the Netherlands, London, China, and the Czech Republic. The College has an active network of 39,000 alumni who hold leadership positions in communication and the arts. For more information, visit [Emerson.edu](http://Emerson.edu).

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**LISTINGS INFORMATION**

**Who:** ArtsEmerson presents

**What:** Born For This – A New Musical

**Where:** Emerson Cutler Majestic Theatre  
219 Tremont Street, Downtown Boston, MA 02116

**When:** **Previews** – June 15-21, 2018  
**Regular Performances** – June 22-July 15, 2018

**Schedule:** Tuesdays-Thursdays at 7:30pm (Exception: No performance on Wed., July 4.)  
Fridays at 8pm  
Saturdays at 2pm & 8pm  
Sundays 6/17 & 6/24 at 3pm  
Sundays 7/1, 7/8 & 7/15 at 2pm & 7pm  
*Please note: The press opening is scheduled for Friday, June 22 at 8pm.*

**Prices:** Previews: \$18-\$65  
Regular Performances: \$20-\$80  
Prices subject to change.  
Student, senior and group discounts are also available.  
Available with ArtsEmerson Season Package; 3-show package starts at \$61

**Tickets:** **Online** – [www.ArtsEmerson.org](http://www.ArtsEmerson.org)

**Phone** – 617-840-8400

**In Person** – ArtsEmerson Box Office, located at the Emerson Paramount Center, 559 Washington Street, Downtown Boston, MA 02111 - open Tue-Sat 10am-6pm.

*Please note: The Emerson Cutler Majestic Box Office is not open for advance sales; it opens 2 hours before any scheduled performance time.*

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March 14, 2018