



FOR IMMEDIATE RELEASE

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MEDIA ALERT—May 30, 2018
WELCOME TO BOSTON CAST PARTY
Boston Artists Welcome BeBe Winans and
the *Born for This* Cast to Boston

Who

ArtsEmerson, The Strand Theatre, The Word Boston and The Lyric Stage Company of Boston

What

“**Welcome to Boston Cast Party**” celebrating the arrival of the cast of **Born For This: A New Musical**, featuring emcees Karen Holmes Ward and Jonathon Gates, performances by Radical Black Girl, Kendall Ramseur, Athene Wilson, Steven Martin—and the cast of The Lyric Stage Company of Boston’s THE WIZ, with special guest appearance by six-time Grammy Award® winner BeBe Winans. Enjoy a special free night of performances from local singers and musical theater artists, meet and greet the BORN FOR THIS cast, and get fired up to catch **Born For This: A New Musical** running June 15 through July 15, 2018 at the Emerson Cutler Majestic Theatre.

Why

Welcome to Boston cast parties are a signature civic engagement program of ArtsEmerson rooted in the tradition of visionary arts leader, humanist and Emerson College alumna, [Ms. Elma Lewis](#) and co-hosted by a variety of community partners. **Welcome to Boston** events are free to attend and celebrate the arrival of touring artists with a warm and vibrant event of local artists performing in their honor. It is one of a series of initiatives aimed at realizing ArtsEmerson’s core belief that the arts belong to everyone, and underlines the importance of being in spaces where we authentically see and hear each other.

When

Monday, June 4, 2018 at 6:30pm

Where

The Strand Theatre, 543 Columbia Road, Boston

Attend

Free to attend with RSVP at this link or call 617.824.8400:

https://artsemerson.org/Online/seatSelect.asp?BOset::WSmap::seatmap::performance_ids=4002E862-976E-4F9E-A363-F4CF690FC4A3

About BORN FOR THIS: A NEW MUSICAL

Created by six-time GRAMMY® Award-winning icon BeBe Winans and director Charles Randolph-Wright (*Motown the Musical*), **Born For This: A New Musical** celebrates the incredible true story of BeBe Winans – a young man who follows his heart and finds his destiny.

More Information

www.artsemerson.org

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