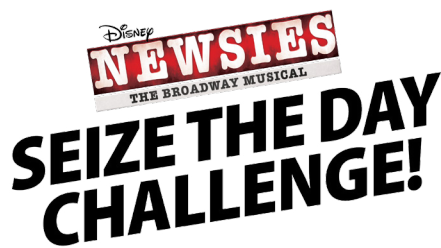




SEIZE THE DAY CHALLENGE!

RESOURCE KIT



7 TIPS FOR GETTING STARTED

1. Start by challenging your group to answer this question: **How can we create positive change in our community?**
2. **Gather your group together and brainstorm ideas on how you could activate a community service project.** To widen your reach and maximize your impact, consider partnering with other local organizations, such as:
 - Local Facilities: libraries, health centers, housing associations, local support groups
 - Youth Groups: youth clubs, YMCA, YWCA, etc.
 - Senior Groups: community centers, nursing homes, residential communities
 - Cultural Groups: other arts and theatre groups, dance, opera, or symphony groups
 - Clubs: sports, school leadership, service groups
 - Charities: food banks, environmental charities
3. **Reach out!** If your project benefits an organization or location, be sure to make contact early to ensure buy-in and invite participation. Remember to plan with the community (instead of for the community) you are aiming to serve.
4. **Decide on a project with a clear outcome goal.** Determine what resources you will need to complete the project in areas like supplies, additional support personnel, administrative sign-off, marketing the event(s), etc.
5. **Determine a timeline.** Work backwards to determine what things to prepare in advance, who needs to be involved at each step, and add plenty of time to plan. Remember that this is a group project, so spread the work evenly amongst the members in your group.
6. **Decide how you will capture and track your progress throughout the process.** Submission videos should A) outline the goals of the project; B) document the planning process; C) showcase the activation of the project; and D) summarize the impact of your project in your community.

Submit videos between **September 12th – January 8th** via Twitter. Be sure to include the hashtags #NewsiesChallenge and #SeizeTheDayChallenge to qualify and tag the video with @playbill, @disneymusicals and @mtishows.
7. **Have fun and be safe.** Remind yourself and the group of why you are doing the project and what you hope to achieve through your community service. Throughout your project, be sure to have public events supervised by adults and insure that all endeavors comply with laws and restrictions within your community.

RESOURCE KIT



PERFORMANCE TOOLS

Music Beds (Optional): If you would like to incorporate a performance element into your project, the following assets are available:

- 60-second cut of “King of New York” and “Seize the Day”
- 30-second cut of “Seize the Day”
- 15-second cut of “Seize the Day”

Examples of use: Perform these song excerpts live in your community to promote your project, use the music beds as underscoring for your video submission, or use the music beds to create social media posts to market your project.

[DOWNLOAD HERE](#)

“King of New York” © 1992, 2012 Camp Songs Music (BMI) / Wonderland Music Company, Inc. (BMI).
“Seize the Day” © 1992, 2012 Menken Music (BMI) / Camp Songs Music (BMI) / Wonderland Music Company, Inc. (BMI)
Usage is permitted to promote the Newsies “Seize the Day” Challenge only. All other usage prohibited. All rights reserved.

MARKETING TOOLS

If you wish to enhance your marketing with the official *Newsies* “Seize the Day” Playbill Challenge logo, you can download the following assets:



Official “Seize the Day” Challenge logo

- Stacked Version
- Horizontal



Twitter

- Hero Image: 974 x 330 px
- In-Stream Image: 440 x 220 px



Facebook

- Cover Photo: 828 x 315 px
- Event Image: 1920 x 1080 px



Instagram

- Photo: 1080 x 1080 px

[DOWNLOAD HERE](#)

RESOURCE KIT



GET INTO THE WORLD OF THE SHOW

Check out these YouTube videos created for the Broadway and National Touring Companies of Disney's *Newsies*:

"SEIZE THE DAY" – OFFICIAL LYRIC VIDEO



DISNEY'S NEWSIES: "THE WORLD WILL KNOW"



ADDITIONAL ASSETS AVAILABLE FOR PURCHASE

ORIGINAL CAST ALBUM ON ITUNES

ORIGINAL CAST ALBUM ON SPOTIFY

BROADWAY MUSICAL PIANO/VOCAL SCORE

DISNEY'S NEWSIES: THE BROADWAY MUSICAL

Filmed live on stage, this high-energy, not-to-be-missed show features stars of the original Tony Award®-winning Broadway production joined by performers from the North American tour.

ACCESS THE FILM

OFFICIAL RULES

CONSENT FORMS FOR SEMI-FINALISTS