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PRESS RELEASE

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Masterclass Launch New 'In Your Hands' Empowerment Campaign for Young Emerging Theatre Makers

The future of theatre relies on today's generation having the opportunities and support to go forward and create.

Over the last 18 years the Theatre Royal Haymarket Masterclass Trust (Masterclass) has worked hard to bring unique opportunities to emerging creatives at the start of their career. The #InYourHands campaign, launched by Masterclass in February 2016, will run continuously throughout the year and aims to empower emerging theatre makers and highlight the diverse range of career routes which are available within theatre.

Blayne George, Masterclass Programme Director said;

"We need more and more people of different voices and fresh perspectives to recognise the theatre industry (and more broadly, the Arts) as a fruitful career choice. It is those we inspire today who will make the future of theatre exciting, viable and vital."

Since 1998 the programme has reached over 75,000 young theatre professionals and has offered in excess of 5,000 practical, hands-on, learning opportunities to nurture a career within the theatre.

However, it takes more than presenting an opportunity to inspire creative talent. **Josh Brown, Marketing Manager at Masterclass, added;**

"Engineering these opportunities can be challenging, but I think perhaps a newer, far greater challenge is supporting people during moments of disillusionment. Particularly now with Arts funding cuts in education, we need to work harder than ever to support those who do take an interest at an early age and encourage them to be secure in their voice."

Masterclass' *In Your Hands* campaign aims to embolden young theatre makers from all walks of the industry and to realise their passions as an achievable career.

So, how will it work? Masterclass want people to embrace the fact that the future of the Arts is in the palm of their hands. Following the lead of the latest #InYourHands images, the charitable arm of the Theatre Royal Haymarket is inviting people to write their profession onto their hand, take a picture and upload it to social media with the hashtag #InYourHands. It's that simple!



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Whether you're working as an Actor, Stage Manager, Director, Technician, Fundraiser, Programmer, Producer, Reviewer, Marketer etc (the list is endless!), be proud of what you do and never shy away from an opportunity because you feel under qualified or intimidated by the sheer number of other creatives out there. Instead, rest safely in the knowledge that everything you do and everything you work to achieve really is the future of our industry.

For more information on the campaign, [please visit the Masterclass website here](#) or follow their updates on [twitter here](#).

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Notes to Editors

For more information, interviews or images please contact Josh Brown on josh@masterclass.org.uk or 020 7389 9662

For more information on Masterclass' In Your Hands campaign, please visit the [Masterclass website here](#) or watch the campaign [video here](#)

The Theatre Royal Haymarket Masterclass Trust

Masterclass is a small charity that has a big impact on young people's lives with a unique offering of free masterclasses by leading theatre professionals, careers advice sessions, apprenticeships and performance experiences. Masterclass is committed to using theatre and the beautiful Theatre Royal Haymarket to inspire and empower young people, the talent of the future. To date over 75,000 16 – 30 year olds have benefited from our programme. www.masterclass.org.uk

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