



January 3, 2013

"One Night Stand: Creating a Play in a Day" Cinema Event Takes Audiences behind Curtain of New York's Theater World

NCM[®] Fathom Events and Overnight Musicals Present a behind-the-Scenes Look into the Creation of Four Musicals from Blank Page to Live Stage in Just 24 Hours

In Select Movie Theaters Nationwide on Wednesday, Jan. 30

CENTENNIAL, Colo.--(BUSINESS WIRE)-- Giving audiences an unbridled and candid look behind the scenes of the Broadway curtain, NCM[®] Fathom Events, Overnight Musicals and The Broadway League present "[One Night Stand: Creating a Play in a Day](#)," a unique one-night event broadcast to movie theaters nationwide on Wednesday, Jan. 30 at 7:30 p.m. local time. This fast-paced, hilarious and entertaining film follows some of New York's top actors, including [Cheyenne Jackson](#) (*30 Rock*, *Glee*), [Jesse Tyler Ferguson](#) (*Modern Family*) and [Rachel Dratch](#) (*Saturday Night Live*), as well as teams of writers, composers and directors as they are given 24 hours to write, cast, compose, rehearse and perform four short musicals. At the end of the 24 hours, the musicals make their opening, and closing, night at New York City's Gramercy Theatre. The event will also present exclusive behind-the-scenes footage and interviews with the stars of "One Night Stand" as they share intimate stories of life on Broadway.

Tickets for "**One Night Stand: Creating a Play in a Day**" are available at participating theater box offices and online at [www.FathomEvents.com](#). For a complete list of theater locations and prices, visit the NCM Fathom Events website (*theaters and participants are subject to change*). The event will be broadcast to nearly 450 select movie theaters across the country through NCM's exclusive [Digital Broadcast Network](#).

Likened to "'A Chorus Line' meets 'Project Runway'" ([BroadwayWorld.com](#)), "**One Night Stand: Creating a Play in a Day**," directed by Elisabeth Sperling and Trish Dalton, captures the excitement, anxiety, camaraderie and sheer panic that leads to the final thrill of the finished performance. From the blank page to the live stage, "**One Night Stand: Creating a Play in a Day**" unveils the magic as these talented artists take the dare to create something from nothing.

Four teams consisting of composers, writers, directors and actors use props to inspire the musicals: a zoot suit worn by Richard Kind (*Argo*, *Spin City*, *Mad About You*) on a children's show in the 1970s inspires the "Islands" musical; a phobia pop-up book is the premise for "Multiphobia" and an 80s prom dress prop is used in "Dr. Williams" featuring Jackson, Ferguson and Roger Bart (*Revenge*, *Desperate Housewives*). Dratch brings her comedic timing to the fourth musical, "Rachel said Sorry."

"I love the whole process of birthing a new musical, from the first rehearsal until opening night, and 'One Night Stand' shows it all encapsulated in one day," said Ferguson. "It's just so exciting and really quite moving — a crazy birth in one night! You get to see some amazing New York talent on stage, me included."

Actors featured in the musicals include the aforementioned Bart, Dratch, Ferguson, Jackson and Kind as well as Mandy Gonzalez (*Wicked*, *In the Heights*); Capathia Jenkins (*Newsies*, *Chicago*, *Nine*); Theresa McCarthy (*Queen of the Mist*, *Saturn Returns*, *Titanic*); Nellie McKay (*Home Sweet Mobile Home*, *Rumor Has It*); Marnie Schulenburg (*As the World Turns*); Scarlet Strallen (*Mary Poppins*, *The Witches of Eastwick*); Tracie Thoms (*Cold Case*, *Rent*); Tamara Tunie (*Law and Order SVU*, *Flight*) and Alicia Witt (*Two Weeks Notice*, *Urban Legend*).

"The excitement is palpable as these talented writers, composers and actors work against the clock to bring their musicals from their imaginations to the stage in record time," said Shelly Maxwell, executive vice president of NCM Fathom Events. "Fans of live theatre will find this one-of-a-kind Fathom Event truly captivating."

About National CineMedia (NCM)

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom Events](#) present cinema advertising and events across the nation's largest [digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 183 Designated Market Areas[®] (49 of the top 50) and includes over 19,300 screens (over 18,400 digital). During 2011, approximately 680 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast

network ("DBN") is comprised of over 720 locations in 170 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 41 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com or www.FathomEvents.com.

About Overnight Musicals

Led by filmmakers Elisabeth Sperling and Trish Dalton, Overnight Musicals LLC is a film production company formed for the express purpose of documenting the annual The 24 Hour Musicals in New York City since the inaugural event in 2008. Each year the company produces a short film, screened to introduce the musicals on the night of the performance. One Night Stand is the first feature-length film produced from this project.

About The Broadway League

The Broadway League, founded in 1930, is the national trade association for the Broadway industry. The League's 700-plus members include theatre owners and operators, producers, presenters, and general managers who present in nearly 200 markets in North America, as well as suppliers of goods and services to the theatre industry. Each year, League members bring Broadway to nearly 30 million people in New York and on tour across the U.S. and Canada. For more information, visit www.BroadwayLeague.com, or follow The Broadway League on Twitter [@TheBwayLeague](#) or on Facebook at www.facebook.com/BroadwayLeague. Download the free [ILoveNYTheater app](#) and free [IBDB app](#) for iPhone, iPad, and iTouch on iTunes.

Broadway theatres are filled with an exciting array of new and classic musicals and plays, providing the perfect experience for every audience. Great seats are available at every price point and are easy to buy online, by phone, or in person at theatre box offices. It's always the perfect time to see a show. Broadway performs every day of the week at multiple curtain times to accommodate every schedule.

The Broadway League annually presents the Antoinette Perry "Tony" Awards,® one of the most coveted awards in the entertainment industry, with The American Theatre Wing.

For artwork/photos related to "**One Night Stand: Creating a Play in a Day**," click [here](#).

Download NCM's mobile app [CinemaSYNC](#) for enhanced Fathom Events content and information.

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