

****FOR IMMEDIATE RELEASE****

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Asolo Rep Proudly Implements GalaPro Accessible Captioning and Translation Technology

GalaPro App to be Unveiled at *THE SOUND OF MUSIC* IllumiNation Event on November 23

(SARASOTA, November 15, 2019) — Asolo Repertory Theatre proudly announces that it is the first regional theatre in the Southeastern United States to implement the GalaPro accessible captioning and translation technology.

GalaPro is a free smartphone-enabled (iOS and Android) app that allows patrons to read captions of a performance in real time. The captions are activated by the voice of the actors on stage, providing an authentic, live theatrical experience. The app can only be used when the device is in airplane mode and automatically dims the smartphone's screen as to not disturb the experience of surrounding patrons.

Asolo Rep will proudly unveil this new technology at ***THE SOUND OF MUSIC*** IllumiNation event and matinee performance on Saturday, November 23. Captioning will be available in English and Spanish. Now in its fifth season, IllumiNation is a series of performances and events promoting cross-cultural conversations in the community.

GalaPro will be available for all performances of ***THE SOUND OF MUSIC*** from November 23 onward. It will also be offered for the theatre's winter repertory season (Agatha Christie's *Murder on the Orient Express*, *The Lifespan of a Fact* and *Into the Breeches!*), with plans to expand offerings in future seasons. The app is available nine performances into the run of a production, giving the technology time to "learn" the musical or play in order to accurately relay dialogue.

"We are thrilled to be among the first regional theatres in the country to utilize GalaPro's cutting-edge technology," said Asolo Rep Producing Artistic Director **Michael Donald Edwards**. "It aligns perfectly with our mission to produce world-class theatre that is inclusive and accessible for all and our firm belief that the theatre is a place where everyone is welcome."

"GalaPro's mission is to make the entertainment industry inclusive for everyone and we are thrilled to have Asolo Rep join us," said GalaPro CEO **Yonat Burlin**. "GalaPro's innovative technology opens the doors to new audiences and with Asolo Rep will be operating for the first time in a self-producing house in the Southeast United States."

Already a mainstay on Broadway, GalaPro is currently used by shows including *Hamilton*, *The Phantom of the Opera*, *Dear Evan Hansen* and more.

For more information on GalaPro and download instructions, please visit: <https://www.asolorep.org/visit/amenities-accessibility>.

For more information on GalaPro, visit: <https://www.galapro.com/>.

ABOUT ASOLO REP

Now in its 61st season, Asolo Repertory Theatre is recognized as one of the premier professional theatres in America and one of the largest in the Southeastern United States. One of the few select theatres in the nation that performs in true rotating repertory, Asolo Rep's highly skilled acting company and extensive craftsmanship bring to life this unique performance method that gives audiences the opportunity to see multiple productions in the span of a few days. Asolo Rep presents up to 10 productions each season including contemporary and classic works and provocative musical theatre experiences. A theatre district in and of itself, Asolo Rep is committed to expanding its reach into the community, furthering its collaboration with the best theatre artists working in the industry today and cultivating new artists through its affiliation with the FSU/Asolo Conservatory for Actor Training. Under the leadership of Producing Artistic Director Michael Donald Edwards and Managing Director Linda DiGabriele, Asolo Rep's ambitious theatrical offerings and ground-breaking education and community programming engage audiences and ensure its lasting legacy for future generations.

ABOUT GALAPRO

GALA PROMPTER, creator of the GalaPro language and accessibility app, is an Israeli-based startup company founded in June 2015 by Dr. Elena Litsyn and Hagai Pipko. Gala Prompter was created to make live shows an experience anyone can enjoy. Since its inception, the company has been working to make shows accessible and inclusive, believing that culture and entertainment are the core of our communities. The company has offices in Tel Aviv and in New York and has been adopted in most Broadway theatres. GalaPro is currently expanding to many regional, commercial and non-profit theaters across the US, Canada and UK. Learn more, www.GalaPro.com.

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