



THE CHILD CENTER OF NY

Strengthening Family. Building Community.

FOR IMMEDIATE RELEASE

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\$50 million capital campaign for social impact Innovation Center launches with a first-of-its-kind immersive theater experience on mental wellness at Lincoln Center

Emmy-Nominated and Clio Award-Winning Team Presents "Outside In": An Immersive Theatrical Experience by The Child Center of NY and SoulHouse

Lincoln Center, New York City, May 2, 2024 — From the acclaimed team behind Disney's "Growing Up" and MTV's "Rebel Music" comes a groundbreaking new production, "Outside In" premiering on May 7, 2024, at Lincoln Center. Presented by The Child Center of NY and produced by SoulHouse, this immersive journey promises to captivate audiences like never before.

For over seven decades, The Child Center of NY has stood as a pillar of support for children and families facing the toughest challenges. From mental health to education and beyond, they've championed the cause of holistic well-being, touching the lives of thousands.

This event marks the launch of The Child Center of NY's \$50 million dollar capital campaign, which will see the launch of its community Innovation Center. Its purpose is to disrupt the cycle of generational poverty, broken mental health systems, and other universal challenges through the power of creativity, technology, science, art, entrepreneurship, and community.

Created both by award-winning artists and revered award-winning clinicians, this "Sleep No More"-type experience transcends traditional theater and will be premiered for three showings over one night at the prestigious Lincoln Center of the Performing Arts as part of the kickoff of a \$50 million capital campaign for The Child Center of NY's bold new Innovation Center.

This event couldn't be more important or timely, as suicide has become the second highest cause of death for teenagers in New York City. Considering the urgency and magnitude of this crisis, The Child Center of NY is looking to cross-sector collaborations to break these cycles and take on the great impact challenges of our time, engaging industry leaders in technology, science, entertainment, finance, and various other fields in this first-of-its-kind approach.

It's an interactive experience where audiences don't just watch but actively participate. This two-hour production blends scripted performance with improvisation, offering a unique glimpse into the life of Maya, an 18-year-old navigating the challenges of modern-day New York City.

Scheduled for May 7, 2024, this event serves as a platform for fundraising through the arts for the Community Innovation Lab. This initiative, spearheaded by The Child Center of NY, harnesses the science of play to develop innovative mental health services and programs.

Primary Quote: "As we honor National Children's Mental Health Awareness Month this May 7th, 'Outside In' stands at the forefront, not just as an immersive play, but as the catalyst for the launch of our Innovation Center. This initiative is a testament to our role as a social impact organization, dedicated to forging new, innovative pathways in mental wellness. 'Outside In' is our invitation to you—our community—to explore the profound healing potential of art and play therapy. Together, let's embrace these creative approaches to support our children's mental health, sparking a movement of understanding, acceptance, and change." Traci Donnelly, CEO of The Child Center of NY

Deep Penesetti, M.D., Chief Innovation & Medical Officer of The Child Center of NY and Founder of SoulHouse, shared his thoughts: "'Outside In' is not just a play; it's the launch of a mental health movement. It offers a modern approach to play therapy, providing insight into the challenges of the digital age."

Surina Jindal, Executive Producer of "Outside In," highlights the transformative potential of the production: "'Outside In' is an introspective journey meticulously designed to provoke lasting change. It's an invitation to our community to explore the healing power of art and play therapy."

Maurice Bernstein, CEO of Giant Step and a leading producer on the project, added, "Immersive theater transcends traditional boundaries. The blurring of the lines between performer and audience creates an interactive experience where the theatrical world extends beyond the stage to engage all senses and emotions. We are excited to be a part of changing the paradigm and bringing this unique vision to life."

Previous TCCNY guests of honor have included Broadway legends Alan Menken and Idina Menzel. This grand premiere will feature a variety of influencers, and celebrity guests are expected to attend. During each of the showings, press opportunities will be held. Contact Michael Tessler for details.

"Outside In" is a collaboration of visionary talents committed to reshaping the conversation around mental health. With its innovative approach and immersive storytelling, the production promises to spark a movement of understanding, acceptance, and change.

Link to tickets: <https://lincolncenter.org/venue/clark-studio-theater/outside-in-657>

For more information about "Outside In" and the Community Innovation Lab, please visit ChildCenterNY.org or contact Michael@Multihouse.io.

About The Child Center of NY

For over seven decades, The Child Center of NY has stood as a pillar of support for children and families facing the toughest challenges. From mental health to education and beyond, we've championed the cause of holistic well-being, touching the lives of thousands. Today, with the Community Innovation Center, we're setting the stage for a future where every child can thrive, powered by the limitless potential of creativity and innovation. Together, we will turn the tide of mental health with the power of art and innovation. [Programs and Services - The Child Center of NY \(childcenterny.org\)](http://Programs%20and%20Services%20-%20The%20Child%20Center%20of%20NY%20(childcenterny.org))

About The Community Innovation Lab

In an era where traditional approaches to mental well-being are being reevaluated, the Community Innovation Lab emerges as a beacon of hope and creativity. Here, the fusion of technology, art, and science introduces a new paradigm in mental well-being solutions — one that is dynamic, inclusive, and revolutionary. The Child Center of NY, along with partners like SoulHouse, aims to craft initiatives that are not just effective but resonate on a deeply personal level, reaching into the corners where conventional methods may not.