



# THE CHILD CENTER OF NY

Strengthening Family. Building Community.

## FOR IMMEDIATE RELEASE

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### **Immersive Performance Wows Audiences at Lincoln Center Benefitting \$50 Million Capital Campaign for The Child Center of NY's Social Impact Incubator**

*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 7, 2024** — Lincoln Center's Clark Studio Theater was filled to capacity for the premiere of The Child Center of NY's inaugural immersive theater experience, "Outside In." The event, held for one night only, kicked off the organization's \$50 million capital campaign and mental health awareness movement.

The evening's guests included public officials, celebrities, influencers, and the real-life inspirations for "Outside In": Child Center clients and other young people whose mental health journeys shaped the play, along with numerous staff members from The Child Center of NY (TCCNY), donors, and community members. Founded more than 70 years ago as a children's counseling center, TCCNY has significantly impacted New York, serving more than 58,000 children and their families annually. With the new capital campaign and the launch of the Innovation Collaborative, TCCNY aims to greatly expand its influence and impact.

Notable attendees included Cynthia Germanotta, President of the Born This Way Foundation and mental health advocate; the Sharpe Family Singers, TikTok sensations; Jackie Cox of RuPaul's Drag Race; and cast members of Broadway's "Aladdin," among others. The event premiered the day after the Met Gala, attracting guests from as far as Los Angeles and exuding a similar creative energy focused on reimagined social impact.

Queens Borough President Donovan Richards Jr. was among the public officials showing his support, stating, "For decades, The Child Center of NY has done incredible work to better the lives of young people and their families across Queens in countless ways, from mental health services to education and beyond. My office will always be proud to partner with TCCNY as it continues to expand in service to those who need its support. Congratulations to TCCNY on such a stellar event and I look forward to all the vital work we will do together on behalf of our neighbors in the years to come."

"Outside In" was produced by the teams behind Disney's "Growing Up" and MTV's "Rebel Music," and co-produced by SoulHouse, Culture House, and Giant Step. This event marked the launch of TCCNY's ambitious \$50 million capital campaign, leading to the 2025 opening of its groundbreaking Innovation Collaborative incubator. The incubator aims to disrupt the cycle of generational poverty, broken mental health systems, and other societal challenges through creativity, technology, science, art, entrepreneurship, and community.

"Outside In" transcended traditional theater, premiering for three successive limited showings. Given the alarming statistic that suicide is the second leading cause of death for teenagers in New York City, the event highlighted the urgent need for innovative solutions and cross-sector collaborations.

As the event concluded, TCCNY announced strategic partnerships with the award-winning production company Multihouse and major tech partners, including Eleos, Watercooler, and Pery.

Michael Tessler, an award-winning producer whose work was previously recognized by the White House, emphasized the importance of expanding TCCNY's mission to the entertainment industry: "Hollywood desperately needs TCCNY's voice in the room and has an obligation to amplify the work of leaders like Child Center CEO Traci Donnelly and her board of directors. We're excited that Traci will be joining us at the 76th Primetime Emmys and meeting with industry leaders to establish long-term partnerships for the innovation collaborative in Hollywood and beyond."

Donnelly outlined the organization's forward-looking strategy: "At The Child Center of NY, we are steadfast in our commitment to tackling today's most pressing challenges—combating loneliness, fostering mental wellness, and breaking the cycles of poverty. As we launch our Innovation Collaborative incubator, we are leading the way with cross-sector solutions, strategic partnerships, and transformative actions that meld science, technology, creativity, business, and impact. 'Outside In' was just the beginning. We're now gearing up for even bigger breakthroughs and we invite you to join our crusade for change. Your support, expertise, and action can ignite a transformation that will echo for generations. Stay with us on this journey; the future is bright and full of promise. Together, we can make an extraordinary impact on the lives of children and families. Get ready to be part of what's next. When you join this movement, you are the change."

#### **Additional Quotes:**

"It has been an exhilarating experience that marries all the passions of my life: music, wellness and theater and using it in service is the grand trifecta—the thing that ties it all together in a really beautiful way. May this just be the beginning of a recognition of the importance of arts in mental wellness." —Nina Grae, Musical Director and Original Composer

"At Giant Step, we're no stranger to big, bold productions—we were extremely proud to partner with TCCNY for their first immersive show and to help them launch their capital campaign. Their vision for the future of social impact is exactly what our world needs right now." —Maurice Bernstein, CEO of Giant Step

"'Outside In' is not only the name of the play we premiered at Lincoln Center, it is also the launch of a mental wellness movement. Built on the science of play and designed to be therapeutic during the digital age, this art-and entertainment-based format for community programming is meant to be scaled through partnership with other wellness-forward organizations. With our initial \$50M round of financing, we are calling all leading wellness leaders to join us at The Child Center of NY to make mental wellness history together."  
—Deep Penesetti, M.D., Chief Innovation and Medical Officer, The Child Center of NY

"At a moment when the world feels like it is disconnected and divided ... we offered audiences an evening of art and therapeutic play. We couldn't be more grateful to TCCNY for taking such a bold and brave approach in taking on mental wellness." —Surina Jindal, Executive Producer, "Outside In"

### **About The Child Center of NY**

For more than 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 Innovation Collaborative, we're setting the stage for a future where every individual 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 \(childcenterny.org\)](https://www.childcenterny.org/programs-services)

### **About the Innovation Collaborative**

In an era where traditional approaches to mental wellness are being reevaluated, Innovation Collaborative 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 also resonate on a deeply personal level, reaching into the corners where conventional methods may not. ###