



# BROADWAY DELIVERS



## Cocktails & Tony Clocks with Audemars Piguet

**A**s an encore to a wildly successful year of partnering and raising money for Broadway Cares in 2010, Swiss watchmaker Audemars Piguet this summer continued its commitment with three stunning displays of support.

On May 16, President and CEO Francois-Henry Bennahmias hosted an exclusive benefit dinner at Audemars Piguet's elegant flagship showroom on East 57th Street in Manhattan. Surrounded by dozens of stunning and elegant watches on display, an intimate group of 40 by-invitation-only guests enjoyed delectable cuisine and a special performance by the stars of Bennahmias' favorite Broadway musical, the Tony Award-winning hit *Memphis*, including Tony Award-nominee Chad Kimball, Dan'yelle Williamson, Derrick Baskin, J. Bernard Calloway and James Monroe Iglehart.

That same week, Audemars Piguet hosted a special cocktail reception at their flagship showroom for *Fire Island Dance Festival*. As the presenting sponsor of the Friday night Leadership Event, which would kick-off the festival on July 20 and feature a special performance by Complexions Contemporary Ballet, our friends at Audemars Piguet hosted this special event to help Dancers Responding to AIDS, a program of Broadway Cares, show appreciation for the festival's leadership patrons.

Audemars Piguet's 2011 support culminated at the Tony Awards with a display of special Audemars Piguet wall clocks, representing

the Tony nominees for Best Musical and Best Revival of a Musical: *Catch Me If You Can*, *Sister Act*, *The Book of Mormon*, *The Scottsboro Boys*, *How to Succeed in Business Without Really Trying* and *Anything Goes*. These one-of-a-kind aluminum wall clocks were decorated by David Masenheimer for Broadway Cares and autographed by each cast. The clocks appeared along the red carpet as the nominees made their entrance into the Beacon Theatre.

A special Tony Awards clock was created and signed by each of the nominees, including Tony winners Ellen Barkin, Edie Falco, John Larroquette, Patti LuPone, Norbert Leo Butz, Sutton Foster, Joel Grey, Whoopi Goldberg, Joe Mantello and John Kander. Following the Tony Awards, the clocks were displayed in the windows of the Audemars Piguet flagship boutique before being auctioned off for Broadway Cares.

This summer's support came after Audemars Piguet hosted 2010's "Time to Give" celebrity watch auction, which resulted in an extraordinary donation of \$405,000 to Broadway Cares. Also, last February, the company sponsored a special performance of *Memphis* for more than 1,100 underserved children and teens from New York City public schools. ■

Pictured above (clockwise from top left): *Memphis* cast members James Monroe Iglehart, Derrick Baskin and Chad Kimball; Audemars Piguet President and CEO Francois-Henry Bennahmias with Tony winner Hugh Jackman; Audemars Piguet Vice President of Retail Dennis Voorheis; Tony winners John Larroquette and Sutton Foster.

## AFCU Remains Outstanding 'Friend' to Broadway Cares

Five years ago, the Actors Federal Credit Union launched its “Refer-a-Friend” program. For every referral from a credit union member that results in a new customer, \$25 is deposited into the member’s account and another \$25 is donated to Broadway Cares/Equity Fights AIDS.

On July 6, Credit Union Chairwoman Denise Nolin and Board Secretary Gil Rogers presented Broadway Cares Executive Director Tom Viola and Director of Communications and Development Danny Whitman with a check for \$10,425, representing the total donation to BC/EFA since the program started.

Viola said: “The Refer-a-Friend program is just one of the many ways our friends at the credit union stand side-by-side with us in the struggle against AIDS and in support of everyone in the theatre community.” ■



## Texas-Sized Column Awards Makes a Difference

On March 14, the only celebration of live theatre in the Dallas-Fort Worth area raised \$10,000 for Broadway Cares/Equity Fights AIDS.

This year’s 12th edition tapped the Broadway community. The event’s hosts – *Les Misérables* veteran Max von Essen and *Altar Boyz* favorite Tyler Maynard – were joined by Tony Award-winner Donna McKechnie, who performed her legendary number “The Music and the Mirror” from *A Chorus Line*.

“It’s remarkable what the Dallas-Forth Worth theatre community has contributed to Broadway Cares,” shared BC/EFA Executive Director Tom Viola. “As far as I know, the Column Awards is the only awards organization to donate proceeds every year to Broadway Cares and, with that, we’re able to help so many around the country, as well support local AIDS service providers in Texas.”

Conceived and produced by John Garcia, the awards honor theatre excellence throughout the Dallas-Fort Worth metroplex.



“It was a truly magical evening,” Garcia said. “Everyone was mesmerized by Donna, and Max and Tyler’s chemistry and ad-libs were sublime. We are proud to be a part of Broadway Cares’ good work across Texas, including five social service agencies here in Dallas-Fort Worth.” ■

## Tony Night Delivers Stars for Corporate Sponsors



Thanks to our friends at The Broadway League, who – in collaboration with the American Theatre Wing – masterfully presented the Tony Awards at their new home, the historic Beacon Theatre, Broadway Cares coordinated entertainment for the evening’s major sponsors for a generous donation. Visa threw a cocktail party at The Plaza with special guests Montego Glover and Chad Kimball from Broadway’s *Memphis*. Both of the show’s Tony-nominated stars performed their signature songs from *Memphis*, which earned last year’s Tony for best musical.

A little farther uptown, IBM hosted a pre-Tonys party at ‘Cesca. IBM’s guests met Tony-nominee and original “Annie” Andrea McArdle, two-time Tony nominee Christopher Sieber and animal trainer extraordinaire Bill Berloni, who later that evening was honored with a special Tony for his work in the theatre with rescue animals, which started with McArdle and *Annie*.

Simultaneously, in the theatre district, BC/EFA Executive Director Tom Viola hosted the cast of Broadway’s *Million Dollar Quartet* for VIP guests of Tony Awards sponsor InterContinental Hotels. Many thanks to Broadway Cares’ friends at The Broadway League for their continued support and collaboration. ■