

THE National High School Musical Theatre Awards JIMMY AWARDS®

Long Description

The Jimmy Awards®/The National High School Musical Theatre Awards® (NHSMTA®) program was established in 2009 to elevate the importance of theatre arts education in schools and reward excellence in student performance. Following its continued success, NHSMTA has grown to impact over 140,000 students who participate in high school musical theatre regional ceremonies sponsored by presenters of Touring Broadway productions throughout the United States. Each year, the program invites two nominees from each of these regional ceremonies to participate in a theatre intensive including coaching and rehearsals with Broadway professionals in preparation for a one-night-only talent showcase.

The 12th Jimmy Awards will be presented on Thursday, July 15, 2021. Due to the ongoing health concerns with COVID-19, this year's program will be completely virtual. Students will participate in master classes and receive training and preparation with Broadway coaches and accomplished professionals. During this unforgettable event, a panel of judges will choose two students for the coveted awards of Best Performance by an Actor and Best Performance by an Actress.

Since its inception, NHSMTA has been the catalyst for more than \$4,000,000 in educational scholarships awarded to deserving young performers. This year-round program is administered by The Broadway League Foundation, The Broadway League's charitable arm. The Foundation's mission is to enlighten and increase the public's knowledge, appreciation and awareness of the theatrical arts and to provide a forum for the discussion of issues relating to the preservation and promotion of live theatre as a vital and culturally significant artistic medium.

Thanks to the support of its participating League member theatres and donors, the Jimmy Awards continue to grow. In 2012, preeminent broadcaster WGBH Boston was inspired to produce a 3-part documentary series called "Broadway or Bust," which followed students on a journey from their hometown competitions to their debut at the Minskoff Theatre. The series premiered in September 2012 and was showcased in 100% of PBS's Top 50 strategic markets, ranking as one of their most highly rated programs.

The depth, scope, and education-centric mission of the Jimmy Awards coupled with its extensive television and media exposure has made participating in the program an aspiration for a growing number of high schools. Based on feedback from participating theatres, school administrators are now directing both human and financial resources to improve the quality of theatre arts education in their districts. This renewed enthusiasm for the performing arts in schools is already helping to invigorate local theatres and the communities they serve.

For more information, please visit www.JimmyAwards.com.