



ITS 90th Messaging: Hashtags, Taglines, Announcement Script, Key Messages, Boilerplate

HASHTAGS:

#ITS90th #ThespianForever

TAGLINES:

Honoring theatre students for 90 years

Celebrating the power of theatre for 90 years

SCHOOL ANNOUNCEMENT SCRIPT

Thespian Troupe (NUMBER) is proud to announce the 90th anniversary of the International Thespian Society being celebrated in 2019. The honor society for high school theatre students has inducted more than two million students since its founding in 1929. And today we are one of 5,000 troupes active in all 50 states and 13 countries representing 135,000 current students. (Our next production is TITLE, ON DATE. GET TICKETS AT ____.)

KEY MESSAGES/SPEAKING POINTS (choose any):

In 2019 the International Thespian Society celebrates its 90th anniversary.

In 2019 the International Thespian Society, the honor society for middle and high school theatre students, is celebrating the 90th anniversary of its founding.

In 2019 the International Thespian Society will be having a yearlong celebration of the 90th anniversary of its founding.

ITS is celebrating 90 years of honoring theatre students.

ITS has 135,000 current active members with more than 2.3 million students inducted since 1929.

ITS is celebrating the power of theatre to instill confidence, empathy, and compassion to build better communities.

ITS is important because students who participate in theatre practice collaboration, communication, creativity, and critical thinking.

In honor of the 90th anniversary of ITS, Thespian alums everywhere are invited to re-engage with a special time in their lives that shaped them into the people they are today.

BOILERPLATE

About the International Thespian Society

The [International Thespian Society](#), celebrating its 90th year in 2019, is the only theatre honor society for middle and high school students in the country. More than 2.3 million students have been inducted since its founding in 1929. Today there are 135,000 active members at more than 5,000 schools in all 50 states and 13 countries. ITS is part of the [Educational Theatre Association](#) which produces the [International Thespian Festival](#) and publishes *Dramatics* magazine in print and online for high school theatre students, and *Teaching Theatre*, a journal for theatre education professionals. The [Educational Theatre Foundation](#) is the philanthropic arm of EdTA.