



### **For Immediate Release**

Media Contact: Jenny Thomas  
jthomas@apap365.org

### **At APAP|NYC+ 2021 Conference, Yo-Yo Ma, Fauci, APAP Leadership Deliver Hope and Action Plan for the Recovery of the Live Performing Arts Industry; New APAP Board Members Announced**

January 14, 2021 – The Association of Performing Arts Professionals (APAP) closed its annual conference---held entirely online for the first time ever in 64 years---on Tuesday, January 12, 2021, featuring a conversation with the incomparable artist and humanitarian **Yo-Yo Ma**. The 18-time Grammy award-winning cellist and UN Messenger of Peace imparted to an audience of performing arts professionals from around North America and across the globe his vision for the role of the arts in the COVID crisis.

“Today, as you wrap up your sessions, I’m thinking of all of you as helpers. Because helpers respond to need. Helpers give hope.... In whatever way that we can, all of us can help in one way or another. For me, since I play an instrument, I was really trying to Zoom into hospital rooms when possible, go on a flat-bed truck with my buddy Emmanuel Ax, and playing for delivery people and school children and elementary schools. It’s whatever one can do.”

**Yo-Yo Ma**, who spends two-thirds of his life touring worldwide---often to the many performing arts venues and festivals led by APAP members---went on to make observations of the pandemic: "one of the things I've discovered is there is community beyond what I know is my community. Suddenly, you see another version of friendship and relationship. In fact, maybe deeper than the ones we enjoyed prior to COVID." Likewise, he continued, “For the [performing arts] presenting organizations, you are scouts for society. You can scout around and find who is saying something that is maybe important. Who can see over the ledge and actually see the dangers ahead? Or the beautiful things ahead?” It’s that role of arts organizations, he asserted. “That’s really, really important in order for everybody else to stay resilient.”

**Dr. Anthony Fauci** addressed attendees a few days earlier, on Saturday, January 9, in a dialogue on “Public Health and Re-Opening the Live Performing Arts” with **Maurine Knighton**, Program Director for the Arts of the Doris Duke Charitable Foundation, in which he provided a litany of solutions for the performing arts to re-open---from using venues as vaccination sites to enlisting performers in public campaigns to studying venue air flow. ([Video highlights of Dr. Fauci’s remarks can be viewed here.](#))

“What the performing arts needs to do is what the Germans [in [studies](#) of virus spread within performance spaces] are doing,” **Dr. Fauci** explained, “They have these HEPA filters on planes. It’s not a big deal to make investments on industrial-sized HEPA filters for theaters. I think you could do a test that it is quite safe.” His advice to the industry: “Don’t give up. Help is on the way in the form of a vaccine. Continue to implement the public health measures that work, and we will get out of this. It will get back to normal. We’ll be back in the theaters; performers will be performing; audiences will be enjoying it. It will happen.”

The conference programming set the agenda for 2021 and the recovery of the live performing arts. “This time together has been invigorating, it has been igniting. This is not the end. We are not returning to business as usual.” **APAP’s new President and CEO Lisa Richards Toney** told attendees.

“This is the beginning to engaging more equitably, to advancing the field as the richly diverse ecosystem that we are, to building forward with anti-racism as our lens, to addressing the climate crisis, to centering the voices of Black, Indigenous, and all people of color, to better visa and immigration policies, to outdoor programming, to resilience and mental health, to recovering in an altered touring landscape, to public health and re-opening, and to the art of going virtual.” **Richards Toney** continued, “We’ve got work to do. But we have imagination to uncover and promises to uphold. We are just getting started. We are stronger together, and we are worth it.”

The 64<sup>th</sup> annual global performing arts gathering brought together thousands of arts professionals from 49 U.S. states and 30 countries. In addition to programming, the conference also featured more than 1,000 livestreamed performance showcases, a virtual EXPO Hall, professional mentoring, and a multitude of networking meetings.

Conference content lives on---online---and is accessible to conference registrants via the conference platform through January 31, 2021. Learn more about the conference at [APAPNYC.org](http://APAPNYC.org). APAP membership information can be found at

[APAP365.org](http://APAP365.org). APAP|NYC is a founder of [JanArtsNYC](http://JanArtsNYC), the most comprehensive annual celebration of the performing arts around the globe and annual convergence of major performing arts industry forums and public festivals.

Immediately following the close of the conference, on January 13, 2021, APAP held its Annual Member Meeting during which the APAP membership voted in new 2021 board members: **Anna Glass**, Executive Director, Dance Theatre of Harlem (New York, NY); **Chris Harrington**, Senior Director and Curator, @The Max, and Managing Director, DSO Paradise Jazz Series, Detroit Symphony Orchestra (Detroit, MI); **Stephanie McKee**, Executive Artistic Director, Junebug Productions (New Orleans, LA) and **Jill Robinson**, CEO and Founder, TRG Arts (Colorado Springs, CO). The bios of new board members can be viewed [here](#).

#### About APAP, the Association of Performing Arts Professionals

APAP, the Association of Performing Arts Professionals, based in Washington, D.C., is the national service, advocacy and membership organization dedicated to developing and supporting a robust, performing arts presenting field and the professionals who work within it. Our 1,600 national and international members represent leading performing arts centers, municipal and university performance facilities, nonprofit performing arts centers, culturally specific organizations, foreign governments, as well as artist agencies, managers, touring companies, and national consulting practices that serve the field, and a growing roster of self-presenting artists. APAP works to effect change through advocacy, professional development, resource sharing and civic engagement. APAP is a nonprofit 501(c)3 organization governed by a volunteer board of directors and led by [President and CEO Lisa Richards Toney](#). In addition to presenting the annual APAP|NYC conference—the world's leading gathering and marketplace for the performing arts every January—APAP continues to be the industry's leading resource, knowledge and networking destination for the advancement of performing arts presenting, booking and touring.

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