



PRESENTS

BECCA



A Musical Tribute Celebrating
the Life and Legacy of **Rebecca Luker**

JOIN US ON
SOCIAL



@TargetALS



@targetals



@Target-ALS



@TargetALS_fdn

TIPS FOR SHARING

- Use the hashtags provided below, to help boost the event's visibility
- Like, share and retweet posts from Target ALS or other performers who will be participating in the show
- Retweet/share positive news and/or articles about the show, from legitimate outlets or influencers
- If you are able to share an Instagram "swipe up" or other masked (non-visible) links, please use the following method by inserting your name (no spaces or dashes in between) for tracking purposes:

<https://www.momenthouse.com/targetals?ref=YOURNAMEHERE>

tone

Friendly,
Optimistic,
Collaborative,
& Motivational



HASHTAGS

#TargetALS
#EndALS
#CelebrateBecca
#benefitconcert



ABOUT TARGET ALS

Amyotrophic lateral sclerosis (ALS); which is also known as Lou Gehrig's disease, is a terminal, neurodegenerative disease during which patients progressively lose their ability to control their muscles.

Target ALS is a 501(c)(3) medical research foundation committed to the search for effective treatments for ALS.

We have revolutionized ALS research through our landmark Innovation Ecosystem model, fostering unprecedented scientific collaboration between academia and the pharmaceutical/biotech industry.

In just seven years, our approach has led to some of the first potentially viable treatments for ALS since the disease was identified in 1869.

We envision a
world in which no
one dies of ALS.

CELEBRATEBECCA.COM

FEATURING



Norm Lewis
Tony nominee,
Porgy & Bess



Michael Cerveris
Tony winner,
Fun Home



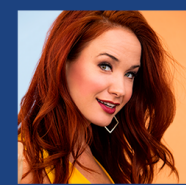
Howard McGillin
Tony nominee,
The Phantom of the Opera



Laura Benanti
Tony winner,
Gypsy



Kelli O'Hara
Tony winner,
The King and I



Sierra Boggess
The Little Mermaid,
The Phantom of the Opera



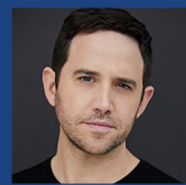
Hosted by
Frank DiLella
Emmy winner,
Host of NY1's "On Stage"



Sally Wilfert
The Adventures of
Tom Sawyer,
"All the Girls"



Honorary Producer
Lucy Simon
Tony nominated composer,
The Secret Garden



Santino Fontana
Tony winner,
Tootsie



Victoria Clark
Tony winner,
The Light in the Piazza



Judy Kuhn
Tony nominee,
Fun Home



Kristin Chenoweth
Tony winner,
"You're a Good Man, Charlie Brown"



Tam Mutu
Moulin Rouge! The Musical

ALL THE DETAILS

- » The concert will be held on Tuesday, May 4th, and will be live-streamed on the event platform, Moment House. This is also the website to purchase tickets beforehand.
- » Tickets are \$20 each, but patrons are able to pay any amount above that, to increase their donation.
- » There are 3 event options to choose from, one for the UK time zone, one for the EST (USA) time zone, and one for PST (USA). To join the live event, attendees will use the link found in the emailed ticket for entry.
- » Leading up to the event, Target ALS will be posting a variety of content on Facebook, Instagram, LinkedIn, and Twitter to drive awareness and ticket sales. If you are being featured in our performer posts, you will be tagged as a notification.
- » For media inquiries, please contact Target ALS Director of Communications, Steve Schonberg, at steve.schonberg@targetals.org.

OUR PURPOSE

Diagnosed with ALS in late 2019, Rebecca Luker passed away in December 2020, leaving behind her husband, fellow Broadway star Danny Burstein, and countless family members, friends, and fans. Affectionately titled "Becca," our show will feature stories and songs from Luker's career, performed by Broadway's best-known talent, and will raise much-needed funds for ALS research.



OUR SPONSORS



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NEW YORK