

# BEETLEJUICE

*The Musical. The Musical. The Musical.*

## Educational One-Sheet

### WELCOME TO THE NETHERWORLD

Based on Tim Burton's dearly beloved film, BEETLEJUICE tells the story of Lydia Deetz, a strange and unusual teenager whose whole life changes when she meets a recently deceased couple and a demon with a thing for stripes. Entertainment Weekly calls it "A FEAST FOR THE EYES AND THE SOUL!"

**CONTENT ADVISORY:** Contains strong language, mature references, and a lot of the crazy, inappropriate stuff you would expect from a deranged demon.

### MASTER CLASSES

We offer workshops such as dance, vocal, audition techniques. Per covid safety guidelines, these requests are preferred to be done virtually, and we ask that company members be compensated with a \$150 honorarium. We also ask that the venue provide a space for actors to teach in if possible. In-person masterclasses may be possible on a case-by-case basis – please allow more lead time to get sign off from covid safety and management.

### POST-SHOW Q&A/TALKBACK

These can be virtual or in-person. If in-person, these will need to be done in show conditions per covid safety guidelines with the company on stage and the audience seated in the house. Microphones cannot be shared. Please note that any costs, such as sound system and lights, would have to be absorbed by the venue.



## BEETLEJUICE'S JOURNEY TO BROADWAY AND BEYOND

- March 30, 1988 – *Beetlejuice* was released in movie theaters
- October 14-November 18, 2018 – Pre-Broadway tryout at the National Theatre in Washington, D.C.
- April 25, 2019 – Broadway Opening at the Winter Garden Theatre
- March 12, 2020 – Broadway shutdown, including BEETLEJUICE, due to the COVID-19 pandemic
- April 8, 2022\* (see below) – Broadway Reopening at the Marquis Theatre, fueled by social media embrace (TikTok in particular)
- December 7, 2022 – The First National Tour of BEETLEJUICE opens in San Francisco

## TRIVIA

- *Beetlejuice* was Tim Burton's second film.
- Before directing his first film, Burton was a Disney animator.
- Burton originally wanted Sammy Davis Jr. to play Beetlejuice but producer David Geen insisted on Michael Keaton.
- The film won an Oscar for Best Makeup in 1989.
- Alternative titles for the film included *House Ghosts* and *Scared Sheetless*.
- Beetlejuice was named after a star, Betelgeuse, in the constellation Orion
- Beetlejuice only appears in 17.5 minutes of the film
- The musical was in the works for eight years before the pre-Broadway tryout in Washington, D.C.

## POWER OF SOCIAL MEDIA

BEETLEJUICE found its audience and flourished when the musical found its way onto social media platforms like TikTok. Fans shared their enthusiasm by posting intricate fan made videos. When the show announced that it would be closing in 2020, fans began to rally on social media campaigning to #SaveBeetlejuice and keep the musical on Broadway. The show's popularity continued to grow from there, which ultimately led to its Broadway comeback.

