



William Shakespeare The \$1 Billion Brand & Content Partner

*International Shakespeare Project developing new content
for Digital, Movies and Broadway*

The Actors Hall of Fame has launched **The International Shakespeare Project** to focus on using new media, technology, marketing and content licensing to expand Shakespeare’s legacy to entertain, educate and inspire everyone, it was announced today by Rusty Citron, CEO of The Actors Hall of Fame Foundation.

“William Shakespeare has 99% positive global recognition, and by creating The International Shakespeare Project, we are providing brand partners - large and small- a cultural, entertainment and educational icon without equal”, said Citron.

The Shakespeare “brand’ includes a collection of iconic characters and plays that have entertained millions of people all over the world. This is an incredible legacy will inspire a generation of new productions, including a Broadway musical based on the true life story of Shakespeare and his family, already in development.

Shakespeare continues to draw the attention of the largest advertisers in the world. Just this week, P&G launched a major Shakespeare campaign as part of their Olympic sponsorship.

The International Shakespeare Project has already selected *Think Shakespeare* as its first educational program reaching students from 8 to 18. *The Shakespeare Channel*, launching later this year will be the first mobile network streaming content in Augmented Reality reaching 14 countries

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About The Actors Hall of Fame

The Actors Hall of Fame Foundation is a nonprofit 501 (c) 3 organization based in Culver City which honors lifetime achievement by actors in Film, Television and Theater.

The mission of the Foundation is to restore dramatic arts education in school.

The Actors Hall of Fame was launched with the support of HBO, Lionsgate, NBC/Universal, MGM, Microsoft and Google.



The Shakespeare Channel



Syrian Children Performing
King Lear

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