

International Theatre Institute ITI

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**WORLD THEATRE DAY CELEBRATION**

All theatres, theatre institutions, government institutions, ministries of culture and all theatre makers and theatre lovers are invited to celebrate World Theatre Day, on March 27th.

In the past, the Centres and Cooperating Members of the International Theatre Institute have participated in the celebration through:

- translation of the message and the biography of the author in their country's language(s)
- promotion of the message to the public, especially to the theatre public at large
- reading of the message to theatre's audiences on March 27th, before shows
- organisation of events such as international or national theatre festivals on or around March 27
- organisation of special performances, symposiums, colloquiums and round tables
- circulation of information in the media
- giving of awards on that day
- day of 'open doors' or inauguration of new theatres
- a national message, written by a national author, parallel to the international message
- distribution of articles on theatre and comments on the International Message in journals and newspapers
- radio and TV broadcasts about theatre
- special radio or TV programmes broadcasting theatre plays
- a 'free entrance' day or distribution of theatre tickets for free
- speeches of eminent personalities
- popular balls, fairs, processions, street theatre performances
- special posters
- edition of a special stamp
- charity performances for organisations in the field of theatre
- messages put on YouTube, Twitter, Facebook, etc.

Every fruitful idea to enrich the worldwide celebrations is welcome. There are no limits for one's inspiration!

Members of a Centre may also attend the event at UNESCO, usually organised by the General Secretariat of the ITI and UNESCO.