

November 29, 2016

**FOR IMMEDIATE RELEASE**

Press contact: Brett Oberman at Keith Sherman & Assoc., 212-764-7900, [brett@ksa-pr.com](mailto:brett@ksa-pr.com)



APPEAL OF CONSCIENCE FOUNDATION • NEDERLANDER WORLDWIDE ENTERTAINMENT • HENGYUANXIANG DRAMA  
AND PHOENIX CULTURAL INDUSTRY DEVELOPMENT (SHANGHAI) CO. LTD. PRESENT

**A SHOWCASE PRESENTATION, DECEMBER 6 AT THE EDISON BALLROOM, NYC**

WITH INTRODUCTORY REMARKS BY **RICHARD KIND** (*THE PRODUCERS*, "SPIN CITY," "MAD ABOUT YOU")

PHOTO EDITORS: [CLICK HERE](#) to access high-res images from the world premiere of *Shimmer* in Shanghai.

During WWII, over 23,000 Jews landed in Shanghai seeking refuge from Nazi persecution. This rarely told, true and inspirational story now comes to life as an epic new musical, *Shimmer*. On Tuesday, December 6, the Appeal of Conscience Foundation, Nederlander Worldwide Entertainment, Hengyuanxiang Drama and Phoenix Cultural Industry Development (Shanghai) Co. Ltd. will present a showcase presentation of the musical at The Edison Ballroom in Times Square, Manhattan. Actor **Richard Kind** (Broadway's *The Producers*, *Tale of the Allergist's Wife*, *Dirty Rotten Scoundrels*; television's "Spin City," "Mad About You" will offer introductory remarks prior to the presentation.

Featuring a book by **Rong Guangrun**, music by **Peter Pui-Tat Kam**, lyrics by **Liang Mang**, and direction by **Xu Jun**, *Shimmer* is a bilingual musical, performed in both English and Mandarin, with an original score inspired by music of the era, traditional Jewish and Chinese music, klezmer, and contemporary musical theater. In September 2015, *Shimmer* premiered at Shanghai Culture Square, launching the 17<sup>th</sup> China Shanghai International Arts Festival and garnering critical acclaim from local and national media as well as many Chinese theatre awards. Featuring a company of 35 Chinese and Israeli artists, has been called the Chinese equivalent of *Les Misérables* both in musical grandeur and scope of the storytelling.

*Shimmer* is the true story of two unlikely worlds coming together, and empowering one another to survive in the face of adversity. When nations around the world locked their borders to Jews seeking refuge from the Nazi regime, the residents of Shanghai offer asylum, welcoming tens-of-thousands into their community.

"While this is based on a true story that took place over 80 years ago, this forgotten piece of world history could not be more relevant today," says Bob Nederlander Jr, President of Nederlander Worldwide Entertainment. "Two very different sets of people come together in a time of extreme danger and hardship. Together, these people grow stronger together, embracing one another's diversity and discovering the common challenges that make them so alike. We could not be more excited to bring this musical to new audiences."

The **Appeal of Conscience Foundation**, founded by Rabbi Arthur Schneier in 1965, has worked on behalf of religious freedom, human rights, peace and tolerance throughout the world. On a mission to China in 1994, Rabbi Schneier and a group of Jewish refugees who survived the Holocaust in Shanghai dedicated a monument in gratitude to the Chinese people for providing a haven for Jews fleeing Nazi occupied Europe. Since 1981, the Appeal of Conscience Foundation (ACF) has helped advance and US-China people-to-people relations and exchanges. The ACF interfaith coalition of business, religious and foreign policy leaders promotes mutual understanding, international and inter-religious cooperation.

**Hengyuanxiang Drama**, Founded In Jan. 2013 by HYX Group, targeted at creating high-quality dramas and musicals. During those 4 years, HYX Drama has presented 6 drama works, including the drama in Shanghainese *The Eternal Snow Beauty*, original drama *A Merchant of Shanghai* and The original musical *Jews in Shanghai*. Those drama works have a wide influence among the audience and have received many awards. HYX Drama always “insists original work”, “insists Shanghai Stories”, “insists Drama of quality, drama of high aesthetic level and drama of the soul”.

**Nederlander Worldwide Entertainment**, founded and managed by Robert Nederlander, Jr. a third-generation member of the Nederlander entertainment family, manages theatres and presents Broadway productions in emerging international markets, produces international productions for Broadway and elsewhere around the world, and undertakes cultural educational initiatives. NWE’s expertise covers the gamut of theatre management and operations, along with all facets of live entertainment, including ticketing, management, promotion, marketing, and advertising.

**Phoenix Culture Industry Development Co. Ltd. (“Phoenix Culture”)**, a wholly owned subsidiary of Phoenix Satellite Television Holdings Group (“the Group”), was incorporated in Hong Kong in 2012. Leveraging on the Group’s multi-media platform and its global reach through Chinese language TV and internet properties, Phoenix Culture focuses on development and aggregation of culture and entertainment assets across fine arts, fashion and live entertainment. Through its real estate service subsidiary, Phoenix Culture also works with cities and provinces across China to help develop cultural centers and entertainment venues. Phoenix Culture also invests in and incubates cultural and entertainment IPs and technology driven social media assets both in China and around the world under its “Culture+” growth strategy.

## More about Jews in Shanghai during WWII



The Shanghai Ghetto, known as “Heime” or “Little Vienna,” was an area of approximately one square mile in the Hongkew district of Japanese-occupied Shanghai, including the community around the Ohel Moshe Synagogue. Between 1941 and 1945 about 25,000 Jewish refugees were relocated to the area. The ghetto was not walled, and the local Chinese residents, whose living conditions were often as bad, did not leave, and lived side-by-side with the primarily German, Austrian and Polish Jews. During the 1930s, Nazi policy encouraged Jewish emigration from Germany. As it became clear that most countries in the world were limiting or denying entry to Jews, Shanghai was for many the only available choice, as no visas were required for entering Shanghai. Notable individuals who lived in the Ghetto during this time include the artist Peter Max, former Treasury Secretary Michael Blumenthal, Hollywood executive Michael Medavoy, and Harvard Law School professor Laurence Tribe.



For industry professionals who wish to attend the Dec. 6 workshop presentation of *Shimmer*: [RSVP@nederlanderworld.com](mailto:RSVP@nederlanderworld.com) or (212) 822-4228