Help Behind the Scenes spread the word that assistance is available

BEHIND THE SCENES continues to receive many calls and emails for assistance each week, but it is clear that there are many in our industry who are still not aware of the charity. We need your help in reaching them. It is vitally important that all of our colleagues know that if they, or someone they know, is ill or injured assistance is available. There are two simple ways you can make a big difference:



Tell everyone in the industry you come into contact with about the charity:

1. Put a link to BTS on your company website. The logo can be downloaded at www.behindthescenescharity.org on the bottom of the homepage.
2. Have a stack of BTS informational brochures on your sales or rental counter or carry them with you when you go out on jobs or sales calls. Ask if people are aware of the charity and if not give them the one-line elevator pitch: "*Behind the Scenes is the industry charity that provides financial assistance to people who are seriously ill or injured.*" Ask if you can leave some brochures with them.
3. If you are hosting any kind of industry event, put brochures out for people to take and say a few words about the charity in your presentation. You might even consider holding a raffle or auction to raise awareness and some much-needed funds for BTS.
4. Put a BTS poster up in breakrooms and on callboards everywhere you go. It's an 11" x 17" poster (see image at left) showing people doing jobs they will recognize and letting them know who to contact if they need assistance.

To request brochures or posters call 212-244-1421 or email info@btshelp.org. Just let us know how many you would like, where to send them, and when you need them.

Teenagers! Trikes!! Yikes!!!

The Short Reach Short Riders held their "eleventeenth" annual ride for Behind the Scenes on May 5, 2018. Although a warmish and overcast day, the twenty participants had a great time. Inspired by the Long Reach Long Riders, participants swap their Harley's for Radio Flyer trikes and sprints, relays, and an enduro substitute for cross country jaunts.

In addition to the fourteen Mt. Vernon High School Fine Arts Academy (Mt. Vernon, IN) student participants, the riders were joined by a team from neighboring William Henry Harrison High School (Evansville, IN).

Winners this year were: Relay Race "Team Vincent" sponsored by Vincent Lighting; Sprint, Katie Taylor, sponsored by Sapsis Rigging; and the Enduro winner, Kristie Weidenburner, sponsored by H & H Specialties. The riders wish to express their thanks to all of their sponsors. This year, the riders raised $1,500 for Behind the Scenes.

This race brings the SRSR donations to Behind the Scenes to just over $15,000. Not bad for an afternoon's silliness!

This year's sponsors include Bud's Hardware, Reid Neslage (H & H Specialties), Bill Sapsis (Sapsis Rigging), Vincent Lighting Systems, and John McGraw and Lori Rubinstein.

Help us create effective informational materials:

Industry professionals need to realize the charity is meant for them and we've discovered the best way to do that is to use images in our informational materials showing people doing the same kinds of jobs they are doing. For example, our "theatre" poster (seen at left) shows an electrician, a scenic painter, a welder, a stitcher, a rigger, and an audio tech.

We would like to create several other posters that speak directly to different environments in our industry such as concert tours, film/TV, or corporate industrials. **We need your help in getting photos!** You are in these environments every day. Can you take your camera along or use your phone to snap pictures of people doing a variety of jobs? Take a look at the image of the theatre poster on the preceding page—we're not looking for posed pictures with smiling faces—we're looking for shots of people doing their everyday jobs, pictures in which people will recognize themselves.



The pictures should be high resolution and you must have the person's permission to use his or her image. If your pictures are selected to be used, we will ask you to get that person's written permission so be sure to make a note of their name and contact info. **Please email your pictures to pics@btshelp.org.**

Don't let a colleague who is ill or injured risk losing their home or going without medical care because they can't afford to pay their bills. The simple steps outlined above can literally throw a lifeline to someone who is desperate and has nowhere to turn for help. ■



PHOTO COURTESY BILL ELLIS

LRLR: Community and fun while serving others

THE LONG REACH LONG RIDERS (LRLR) community came together again for the 2018 Ramble through New England. Community? Yeah. After riding on my sixth ride (the LRLR's 15th!) it became clear the Long Reach Long Riders were in fact, a community. An intentional community organized for the sake of a larger community. A group of motorcyclists from all different parts of the country (and world!) that come together for the sake of brothers and sisters in the entertainment technology industry who are ill or injured and have fallen on hard times.

Who knew that doing something good for someone else could be so much fun? The scenery (and the challenges!) of the gaps and notches, as well as the mountain summits and winding riverside roads filled each day with moments for which we could only be grateful. The positivity of this rolling community is endemic enough such that each rider happily gives a week or two of their year plus covering all of their own expenses, so that each dollar donated goes to the people that need it most. The contagious camaraderie of this motley horde brings people back year after year to reconnect with old friends, to make new ones, to share belly-aching laughs, swap stories, and support each other.

Why each one of us rides is as individual as we are. Some ride to give back, some ride to have some quiet time, some ride to see the country, some ride because they need the community, but all of us ride because we know that together we can make a difference that is greater than what any one of us could otherwise do.



PHOTOS COURTESY DEBORAH BUTT

Greg Williams hands out LRLR kazoos on the village green in Bristol, VT.



Production Advantage's Rocky Harlow (left) and Ron Kline (right) present a check for Behind the Scenes to Bill Sapsis.

This year's ride raised over $54,000 (and still coming in) and over our 15 years we are approaching $700,000 for Behind the Scenes and Broadway Cares/Equity Fights AIDS. Bill Sapsis was Ride Marshall this year with much support from the "Jims" (Jim Niesel and Jim Dougherty), Deborah Butt, Lori Rubinstein, and Frances Thompson. Special thanks go to our terrific chase vehicle support: Joe and Sherry Aldridge and Bill and Jocelyn Ellis.

The 2019 LRLR community get-together will be in Colorado with a date likely in early July. Jon Kirchhofer will be the Ride Marshal who promises we will see new heights! Details will be available soon on www.LRLR.org.

The beauty of this community is that it is open to any and all who would like to be a part of it. If you ride, come join us! If you cannot join us, support us by donating to one of the charities on our donate page.

Peace and all good,

Paul "Rev" Sannerud