



FOR IMMEDIATE RELEASE

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ATLANTA WELCOMES THE CRITICALLY ACCLAIMED MUSICAL; ALIVE! 55 AND KICKIN

(Atlanta, GA) Child First USA presents the musical production, ALIVE! 55 and Kickin', Saturday, July 30th 2016, at Atlanta Symphony Hall. Written by the creators of the award winning, Broadway musical, MAMA, I WANT TO SING; Vy Higginsen and Ken Wydro, ALIVE is a moving musical testament to overcoming adversity and living victoriously at any age. Featuring performers 55 years and older, representing all segments of our community, the production has been hailed as inspirational, soulful, emotional, funny, and powerful.

ALIVE is about healing and the transformative power of story and song that showcases a unique blend of gospel, jazz, R&B and pop music – songs that served as a soundtrack for the last four generations. Through the music and authentic stories and testimonies of the cast, ALIVE offers a realistic backstory but also affirms there is no limitations on the future, proving it's never too late to live a dream.

Vy Higginsen is an award-winning author, publisher, playwright, and media personality. She was the first female advertising executive at Ebony magazine and went on to become a contributing editor for Essence. She created her own magazine, the African-American lifestyles publication Unique NY and spent a decade behind the microphone at major New York radio stations, including WBLS-FM, WWRL-AM, and WRKS-FM.

The Atlanta production of Alive! is a fundraiser and awareness project for Child First USA.

Ken Wydro is a published author, producer, playwright, and seasoned professional speaker. He is also an active Broadway producer with credits including THE MOUNTAINTOP, EVITA, THE BEST MAN, AMERICAN BUFFALO, and JOE TURNER'S COME AND GONE.

CHILD FIRST USA is a 501c.3 non-profit organization designed to serve the educational needs, interests, and pursuits of all children. With particular emphasis on African American and Latino males, Child First serves as a clearinghouse for all programs and information related to improving K12 education and persistence, high school graduation rates and postsecondary opportunities for all children. For more info go to www.childfirstus.org

Follow us on facebook at [alive55kickinatlanta](https://www.facebook.com/alive55kickinatlanta). For interviews contact Marcus Wright at 216-903-3756 or mwright@amggrouppusa.com. For ticket information, group sales and senior discounts, call 404-733-5000, visit the Woodruff Center Box Office or go on line at woodruffcenter.org

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