



## **Award-Winning RWS Entertainment Group Partners with Public Safety Expert CrowdRX to Create Universal Health Protocols to Keep Performing Artists Safe**

*Initiative includes co-published handbook Health and Hygiene Protocol For Performers to help safely bring back much-awaited live experiences to cruise ships, amusement parks, and theatrical productions*

**New York, NY –TKTK, 2020**– RWS Entertainment Group, a New York-based full-service production company that creates branded experiences worldwide, today announced key protocols which will govern both the reopening of its New York City rehearsal complex and eventual return to live experience production. The initiative is in partnership with CrowdRX, a team of emergency physicians and public safety experts who specialize in mitigating health risks during mass gatherings. With direct input from CrowdRX’s national medical director Dr. Matt Friedman, who has served as the medical director for Madison Square Garden, the U.S. Open, and Burning Man, RWS has developed the *Health and Hygiene Protocol for Performing Artists* to standardize the safety and protection of performers in the live entertainment industry worldwide. -

“When RWS came to me with this challenge, we started with the CDC public health safety guidelines—but we didn’t stop there,” says Dr. Friedman. “Live production calls for additional measures that we tailored specifically for the safety of both the performers and the audience in the experiential entertainment industry.”

“We rely on our partners like RWS, to help our Entertainment team in the production of our live experiences,” says Thomas Mack, managing director at Europa Park. “RWS is effectively helping us to bring these experiences to our consumers in a timely, fun and safe way.”

The *Health and Hygiene Protocol for Performing Artists* is a practical guide for talent and entertainment operators and sets the bar for safe rehearsals and performances. These health and sanitation procedures have been explicitly catered to the needs of the entertainment industry and include recommendations for unique situations, such as costume character sanitation, performer PPE requirements, performer and musician physical distancing, enhanced sanitation guidelines, and general costume care. RWS Studios will follow these guidelines, requiring all who enter to pass through a non-invasive temperature check and mask verification screening, as well as carrying out electrostatic disinfection in all its rehearsal rooms multiple times daily.-

“I’m excited to get back to creating art,” said choreographer Lorin Latarro (*Waitress, Mrs. Doubtfire*). “RWS always exemplifies an organized and conscientious company, and its safety precautions will surely be a top priority carried out with integrity.”

“In designing these protocols with CrowdRX, it was imperative that we provide a space that’s safe for both the physical and mental health of performers,” says Ryan Stana, CEO of RWS Entertainment Group. “RWS feels an inherent responsibility to our industry as a whole to get it right—the first time. We want to show performers and our audiences that there is a way they can safely return to the live experiences we all miss so much.”

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**About RWS Entertainment Group:**

Operating out of a 56,000 square foot office, rehearsal studio complex and performer housing in New York City, with a recently launched office in London, Emmy Award-winning RWS Entertainment Group is North America’s largest provider of branded stage shows and experiences.

Founded in 2003, the multi award-winning live entertainment production company has produced innovative productions and custom brand experiences for top resorts, cruise lines, theme parks, corporate events, and NYC fashion events for an impressive roster of clients that include Virgin Voyages, O, The Oprah Magazine, Audible, Busch Gardens, SoNo Collection, Holland America Line, Azamara, Hard Rock Resorts, Prada, NBCUniversal, Six Flags, Cedar Fair, Hershey Entertainment and Resorts, Westfield, Macy’s, Vera Wang, and Mattel. RWS is now the leader in the industry, providing full design and installation services for interactive elements, theming, décor and more, to create unparalleled immersive experiences.

In 2018, RWS announced the launch of a Theatrical Ventures and Ticketed Experiences Department, set to produce theatrical shows for Broadway, Off-Broadway and branded ticketed experiences. Additionally, RWS-owned Binder Casting opened two new divisions—commercial and film—operating alongside the already established theatrical team. For more information about RWS Entertainment Group, please visit [experiencerws.com](http://experiencerws.com) and also see the RWS [Facebook](#), [Instagram](#), and [Twitter](#).

For more information, please contact:

Ed James

CHQ Media

[EdJames@chqmedia.com](mailto:EdJames@chqmedia.com)