



Award-Winning RWS Entertainment Group and Binder Casting Offering Free Online Coaching and Live Q&A Sessions Geared Towards Inspiring the Artist Community During Health Crisis

New York, NY – RWS Entertainment Group, a New York-based full-service production company that creates award-winning custom entertainment, live events and branded experiences worldwide, announced today that its casting departments, including Binder Casting are providing online seminars and one-on-one coaching sessions to aid artists during the current COVID-19 health crisis.

The one-on-one coaching sessions will be available in 30 minute slots Monday through Friday from 10am-5pm EST and allow performers to receive audition and industry advice directly from casting directors from both the RWS Casting and Binder Casting teams. Sign-up will begin at 5pm EST on Wednesday, March 18 for coaching sessions that take place on Thursday, March 19. Each day's coaching slots will be open for booking the day before at 5pm EST.

Additionally, as part of RWS' continuing commitment to inspire performers for life through its innovative *RWS Ignites* program, weekly online masterclasses and seminars will be offered for actors, musicians, technicians and administrative professionals in the entertainment field. The first Facebook Live seminar offered is on Wednesday March 18 at 4pm EST titled, "Self-Tape Do's and Don'ts" which will be taught by a member of the Binder Casting team.

More information on how to sign-up for a coaching session and join a seminar or masterclass can be found on the RWS and Binder Casting social channels.

"We feel a responsibility to help all artists – both professionals and students -- to maintain their creative muscles safely during this difficult time," says Ryan Stana, RWS Entertainment Group's Founder and CEO. "We are now focused on helping artists all over the world continue to hone their craft, so that when the industry resumes, performers, musicians and technicians will be prepared to step foot back where they belong."

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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 and also see the RWS [Facebook](#), [Instagram](#), and [Twitter](#).

About Binder Casting:

Binder Casting, a division of RWS Entertainment Group since 2016, was originally founded nearly 30 years ago and has cast over 80 Broadway productions, a myriad of National Tours, Off-Broadway shows, Encores! at New York City Center since its inception in 1994, full seasons for over 25 regional theatres, as well as feature films and episodic television. In 2017 Binder expanded into commercial casting and has since cast many union and non-union commercials, voice-overs, print, beauty, industrials and real people casting campaigns. Founded on the mission to raise the casting experience by providing an approach that's innovative, collaborative and fun, while maintaining the highest standards of professionalism, Binder Casting is a proud 12-time recipient of the Artios Award for Excellence in Casting. Binder was featured prominently in the Broadway documentary, Every Little Step.

For information on Binder Casting, please visit bindercasting.com and see the Binder [Facebook](#) and [Instagram](#) accounts.

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