Baldemar Rodriguez Leads the Alley Theatre’s Celebration of National Hispanic Heritage Month
The Celebration Includes Readings from High-Profile Special Guests

HOUSTON, TX – From September 15 through October 15, the Alley Theatre will celebrate National Hispanic Heritage Month with a series of online events. Baldemar Rodriguez, Manager of Community Partnerships, will lead the Alley’s celebration of National Hispanic Heritage Month.

“My mother would always say, ‘When you do something, hazlo con ganas y pasión…do it with desire and passion.’ And that is what we have been doing at Alley Theatre for the past several months,” said Baldemar Rodriguez. “Our entire staff has been hard at work connecting with the Houston community while providing a virtual platform to feature local and national Latinx artists and community members with their stories, music, and culture. In celebration of National Hispanic Heritage Month, I can’t express enough how excited and proud I feel to have the opportunity to be a leader in the path towards artistic recovery for our community.”

<<Mi madre siempre me decía, < cuándo hagas algo, hazlo con ganas y pasión > y eso es lo que hemos estado haciendo en el Alley Theatre estos últimos meses, >> dice Baldemar Rodriguez. <<Todo nuestro personal ha estado trabajando duro conectando a la comunidad de Houston mientras proporciona una plataforma virtual para presentar a artistas locales y nacionales Latinos y miembros de la comunidad con sus historias, música y cultura. En celebración del Mes Nacional de la Herencia Hispana, no puedo expresar lo emocionado y...>
During National Hispanic Heritage Month, members of Houston’s Latinx community will share stories that they have written to celebrate their heritage. These stories were created throughout the summer during the Primer Borrador (First Draft) residency as a part of the Alley’s El Zócalo initiative. El Zócalo was created three seasons ago to celebrate, grow, and interact with Houston’s diverse Latinx culture and artistic community. Rodriguez has led the program since early 2020 and brought the program online this summer with Primer Borrador (First Draft). Primer Borrador (First Draft) featured a hybrid of online video modules paired with synchronous, bi-weekly Zoom lessons that guide members of the community in developing, writing, and presenting stories that celebrate their heritage.

Stories from Retablos: Stories From a Life Lived Along the Border by Octavio Solis, playwright of Quixote Nuevo, will be read by Houston-area actors and special guests. Special guests include Texas Representative Christina Morales (District 145), Houston Council Member Robert Gallegos, Harris County Commissioner Adrian Garcia - Precinct 2, and media personality Tony Diaz. The readings from Retablos: Stories From a Life Lived Along the Border will be filmed and distributed on the Theatre’s website and social media weekly during National Hispanic Heritage Month. Retablos: Stories From a Life Lived Along the Border is published by City Lights Books.

The Alley’s staff members will play a key role in the Theatre’s month-long celebration. Staff members will virtually read books to children at Association for the Advancement of Mexican Americans’ Early Childhood Development Center as a part of a continued partnership. The
books the staff will read are provided by Arte Público Press, which is a local organization at the University of Houston dedicated to bringing Hispanic literature to mainstream audiences.

El personal del Alley Theatre desempeñará un papel clave en la celebración del mes del teatro. El personal leerá libros en español virtualmente a niños en el Association for the Advancement of Mexican Americans’ Early Childhood Development Center (Centro de Desarrollo de Niñez Temprana de la Asociación Para el Avance de Mexicanos-Americanos) como parte de una asociación continua. Los libros leídos por el personal son proporcionados por Arte Público Press, una organización local de la Universidad de Houston dedicada a llevar literatura Hispana a la audiencia principal.

The Theatre’s weekly #AskTheAlley Instagram series will resume its schedule on September 15 and amplify the voices of Latinx employees at the Alley. #AskTheAlley occurs every Tuesday from 11 a.m. to 1 p.m. CT and allows patrons to connect with the staff by asking questions to learn about their careers. Patrons can participate in #AskTheAlley by following the Alley at www.instagram.com/alleytheatre.

La serie semanal de Instagram #AskTheAlley del teatro resumirá su calendario el 15 de septiembre para amplificar las voces de los empleados Latinos del Alley. #AskTheAlley sucede cada martes de 11 a.m a 1 p.m. CT y permite a la audiencia del teatro conectarse con el personal haciendo preguntas para aprender acerca de sus carreras. La audiencia puede participar en #AskTheAlley siguiendo al Alley en www.instagram.com/alleytheatre.

A full list of events celebrating National Hispanic Heritage Month will be updated on the Alley’s website at alleytheatre.org/ElZocalo-NHHM.

Una lista completa de eventos celebrando el Mes Nacional de la Herencia Hispana será actualizada en el sitio web del Alley en alleytheatre.org/ElZocalo-NHHM.

ABOUT THE ALLEY THEATRE:
ACERCA DEL ALLEY THEATRE:

The Alley Theatre, one of America’s leading nonprofit theatres, is a nationally recognized performing arts company led by Artistic Director Rob Melrose and Managing Director Dean R. Gladden. The Alley produces up to 16 plays and nearly 500 performances each season, ranging from the best current work and re-invigorated classic plays to new plays by contemporary writers. Home to a full-time resident company of actors, the Alley engages theatre artists of every discipline—actors, directors, designers, composers, playwrights—who work on individual productions throughout each season as visiting artists.

El Alley Theatre, uno de los teatros líderes, es una empresa de artes escénicas reconocido nacionalmente y dirigido por el Gerente Artístico Rob Melrose y Director General Dean R. Gladden. El Alley produce hasta 16 obras y hasta 500 funciones cada temporada, desde el mejor trabajo actual y obras clásicas revitalizadas hasta nuevas obras escritas por artistas contemporáneos. Hogar a una compañía de actores residentes, el Alley contrata a artistas de teatro de todas las disciplinas—actores, directores, diseñadores, compositores, dramaturgos—
quienes trabajan en producciones individuales a lo largo de la temporada como artistas visitantes.

The Alley is comprised of two state-of-the-art theatres: the 774-seat Hubbard Theatre and the 296-seat Neuhaus Theatre. The Alley reaches over 200,000 people each year through its performance, education, and community engagement programs. Its audience enrichment programs include pre-show and post-performance talks, events, and workshops for audience members of all ages.

El Alley esta compuesto de dos teatros de ultima generacion: el Hubbard Theatre que tiene asientos para 774 personas y el Neuhaus Theatre para 296 personas. El Alley llega a más de 200,000 personas cada año mediante sus obras y programas de educación y participación comunitaria. Sus programas de enriquecimiento de audiencia incluyen eventos y talleres previos al espectáculo y después de la presentación para miembros de audiencias de todas las edades.

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