

Seegerstrom Center for the Arts Partners with Alzheimer's Orange County in Honor of *The Notebook The Musical*



Special Outdoor Concert and Talkback to Spotlight Alzheimer's Awareness

COSTA MESA, CA | Seegerstrom Center for the Arts is proud to partner with Alzheimer's Orange County in conjunction with the Center's engagement of *The Notebook The Musical*, running January 27 through February 8. The collaboration highlights a shared commitment to community, connection, and healing through the arts.

In honor of *The Notebook* and its powerful narrative centered on Alzheimer's disease, the Center will host a special lunch concert for members of Alzheimer's OC on Thursday, February 5, featuring musicians from the show. The performance will celebrate music's unique ability to spark memory, emotion, and togetherness for individuals living with Alzheimer's and those who care for them.

For the past four years, Alzheimer's Orange County and Seegerstrom Center for the Arts have hosted many outdoor concerts on the Julianne and George Argyros Plaza. These beloved events welcome Alzheimer's patients and their caregivers for afternoons filled with live music, dancing, and joy while creating meaningful moments of connection through the power of the arts.

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"Our long-standing partnership with Seegerstrom Center for the Arts reflects a shared belief in the healing power of music and art," shares Jim McAleer, President and CEO of Alzheimer's Orange County. "By bringing accessible music and dance programming to those living with memory disorders, Seegerstrom and Alzheimer's Orange County create meaningful engagement, while productions like *The Notebook* help raise awareness of Alzheimer's through powerful storytelling."

Lisa Petersen, Vice President of Education and Engagement for Seegerstrom Center for the Arts shares "The Center is thrilled to be partnering with Alzheimer's Orange County for another joyful concert on our Plaza. Over the past several years, we've seen firsthand how music and the arts can spark hope, connection, and a sense of belonging for individuals living with Alzheimer's and their caregivers. This partnership around *The Notebook* allows us to extend that mission inside the theater, using storytelling to deepen empathy and bring important conversations into the spotlight."

Alzheimer's Orange County will also participate in a special post-show talkback following the Thursday night performance of *The Notebook*. For more than a decade, post-show talkbacks have been a hallmark of the Thursday night Broadway experience at Seegerstrom Center, offering audiences an inside look at the creative process behind the productions they've just seen. This talkback will place a special focus on Alzheimer's Orange County, fostering dialogue around awareness, advocacy, and the impact of Alzheimer's disease.

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About Alzheimer's Orange County

Alzheimer's Orange County provides programs and services that span the continuum care of Alzheimer's and related forms of dementia to Orange County, California residents living with Alzheimer's or dementia, including older adults and frail seniors, along with their families, caregivers, and the community. Alzheimer's Orange County began as an independent 501(c)(3) nonprofit organization in 1982 with a primary mission of providing care and support for those impacted with dementia and their caregivers in Orange County. Alzheimer's is a devastating neurodegenerative illness that weakens the memory and other cognitive and emotional functions. For more information, call the helpline at 844-373-4400, or visit www.alzoc.org. Find Alzheimer's Orange County on Facebook, X, Instagram, and LinkedIn.



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Seegerstrom Center for the Arts® is an innovative nonprofit organization that champions artistic excellence and fosters a vibrant, inclusive community in Orange County through the transformative power of live performance. As the region's leading cultural hub, the Center offers a diverse array of programming, featuring international dance companies, Broadway national tours, jazz and cabaret musicians, and an engaging speaker series. Its Education and Community Engagement departments present family-friendly events on the picturesque Julianne and George Argyros Plaza, including outdoor movie screenings, concerts, and lively festivals.

With six stunning venues nestled within a beautiful multi-disciplinary campus, the Center is home to the region's most esteemed performing arts organizations, including the Pacific Symphony, Philharmonic Society of Orange County and Pacific Chorale as well as two independently acclaimed organizations: Tony Award®-winning South Coast Repertory and Orange County Museum of Art. Seegerstrom Center is also home to the American Ballet Theatre William J. Gillespie School and Studio D: Arts School for All Abilities.

The Center continues to uphold the vision of its founder, Henry Seegerstrom, remaining true to its mission as the premier arts in Orange County since its inception in 1986 as Orange County Performing Arts Center®.

Seegerstrom Center for the Arts applauds its corporate partner Kaiser Permanente, Official Health and Wellness Partner and recognizes Spectrum Reach as Media Partner for the Broadway Series.

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