

A message from the director:

Matilda, one of my favorite books by Roald Dahl, was first adapted into a movie and then a musical. Each version focuses on Matilda, a smart, brave, and resilient little girl who only needs a family to help her grow into the amazing woman she's destined to be. As I prepared to direct this show, I couldn't stop thinking of all the children who are called upon to face incredible challenges in our world every day. Listening to "When I Grow Up," the central song in the show, brought to mind images of children who are stricken with serious medical conditions and of the emotional and financial toll this takes on their families.

How lucky we are to have organizations like the Ronald McDonald House in our midst. The Ronald McDonald House Charities of the Bay Area (RMHCBA) works tirelessly to keep families together when a young loved one becomes ill. Families are housed in the Ronald McDonald Houses and provided support and resources there, and hospitals provide family rooms for parents and siblings to rest and gather strength. The RMHCBA provides mobile health care resources where kids most need them and offers grants to give additional financial support so that children have their families with them as they fight for their lives and health.

It struck me that our production of *Matilda* was the perfect forum to call attention to the incredible work the RMHCBA does and to donate to their efforts. And so, the "When I Grow Up" campaign was born. Our goal is to receive donations from student body members (tickets for students are free, so we ask that they donate at least the original \$5.00 cost of a student ticket) and from our community. Your donation will earn you the chance to fill out a "When I Grow Up" card, telling us your biggest dream for the future; the cards will be displayed on the center wall of our lobby throughout the production.

The "When I Grow Up" campaign begins immediately! We will gather donations in the weeks preceding our production, both at school and online. We will also accept donations at all performances. The campaign will end on Sunday, October 20, after our final performance.

One hundred percent of the proceeds collected will be presented to the RMHCBA. I hope you will listen to the song, think about these children, and give generously.

Thank you.

Brad Friedman
SMHS Drama Director