

# Broadway Backwards 2022

## Social Toolkit

### Instagram Captions

#### *Event art:*

Come together again at #BroadwayBackwards, a celebration of LGBTQ+ stories through the great songs of musical #theater. Join me at an evening of one-of-a-kind performances especially for our community, benefiting Broadway Cares and The Center.

#### *"What is Backwards?" graphic:*

I'd love to tell you more about the show and how you can donate or get tickets to be there with me on May 23 at #Broadway's New Amsterdam #Theatre. Message me for more info!

#### *"Two Ways" graphic:*

Join me at #BroadwayBackwards on May 23 at #Broadway's New Amsterdam #Theatre. I'd love to tell you more about the show and how you can donate or get tickets to be there with me. Message me for more info!

#### *"Ticket" graphic:*

#BroadwayBackwards isn't just a great show. Every ticket provides healthy meals and lifesaving medication right now. I'd love to tell you more about how you can join me there on May 23. Message me for more info!

#### *"Donation" graphic:*

Sitting in the theater isn't the only way to support #BroadwayBackwards. Your donation to the show provides healthy meals and lifesaving medication right now. I'd love to tell you more about how you can donate. Message me for more info!

#### *Tituss Burgess photo or video:*

"I am telling you" #BroadwayBackwards is the must-see #Broadway show of 2022! This performance of "And I Am Telling You" by @instituss is proof! ❤️🧡💛💚💙💜💞🖤 The Join me May 23 in #NYC for one-of-a-kind performances especially for our community benefiting @BCEFA and @LGBTCenterNYC. Message me for info!

#### *Darren Criss photo or video:*

#Theater #film and #TV stars like @DarrenCriss will come together again at #BroadwayBackwards this May 23 in #NYC. ❤️🧡💛💚💙💜💞🖤 Join me at an evening of one-of-a-kind performances especially for our community benefiting @BCEFA and @LGBTCenterNYC. Message me for info!

*Ariana DeBose photo:*

#Theater and #film stars like @ArianaDeBose will come together again at #BroadwayBackwards this May 23 in #NYC. ❤️🧡🟡🟢🔵💜🤎🖤 Join me at an evening of one-of-a-kind performances especially for our community, benefiting @BCEFA and @LGBTCenterNYC Message me for info!

*Cynthia Erivo photo or video:*

#BroadwayBackwards is full iconic #Broadway moments, like this Cynthia Erivo performance of "Make Them Hear You" from 2017. Join me at the celebration of LGBTQ+ stories through the great songs of musical #theater. ❤️🧡🟡🟢🔵💜🤎🖤 Join me May 23 in #NYC at the one-of-a-kind performance especially for our community benefiting @BCEFA and @LGBTCenterNYC. Message me for info!

*Jay Armstrong Johnson photo or video:*

Come together again at #BroadwayBackwards, a celebration of LGBTQ+ stories through the great songs of musical #theater like this performance of "Diamonds Are A Girl's Best Friend" by @jay\_a\_johnson from 2016. ❤️🧡🟡🟢🔵💜🤎🖤 Join me May 23 in #NYC at the one-of-a-kind performance especially for our community benefiting @BCEFA and @LGBTCenterNYC. Message me for info!

*Andrew Keenan-Bolger photo or video:*

You'll feel pretty and witty and gay as @KeenanBlogger singing "I Feel Pretty" when you join me at #BroadwayBackwards, a celebration of #LGBTQ + stories through the great songs of musical #theater. ❤️🧡🟡🟢🔵💜🤎🖤 Join me May 23 in #NYC at the one-of-a-kind performance especially for our community benefiting @BCEFA and @LGBTCenterNYC. Message me for info!

*Bonnie Milligan photo or video:*

#BroadwayBackwards is peak #LGBTQ + joy, like this 2019 performance of "I Met a Girl" by @BeltingBonnie. ❤️🧡🟡🟢🔵💜🤎🖤 The one-of-a-kind performance especially for our community benefiting @BCEFA and @LGBTCenterNYC returns May 23 in #NYC. Message me for info!

*Alex Newell photo:*

#BroadwayBackwards brings together "Unique" artists for "Extraordinary" performances, like the incomparable @thealexnewell! ❤️🧡🟡🟢🔵💜🤎🖤 Join me at an evening of one-of-a-kind performances especially for our community, benefiting @BCEFA and @LGBTCenterNYC Message me for info!

*Chita Rivera photo:*

If "all you care about is love," look no further than #BroadwayBackwards. The one-of-a-kind

performance with stars like Chita Rivera performing especially for our community returns May 23 to benefit @BCEFA and @LGBTCenterNYC. Message me for info!