



FOR IMMEDIATE RELEASE
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Madame Walker Theatre Center Prepares for All-Night “Performance”

Indianapolis, IN — Next week, the Madame Walker Theatre Center will race the clock to build a new website in 24 hours. All the action will happen onstage at The Walker, from noon on Wednesday, Sept. 29 until noon on Thursday, Sept. 30.

What’s the rush? The Walker was picked as the winner of the second annual 24-Hour Web Project, a pro bono venture hosted by Indianapolis-based Small Box Web Design. The local landmark will receive free web design and development — a donation worth more than \$10,000 — but all work must be completed in 24 consecutive hours. A project of this scale would otherwise take 2-3 months.

Throughout the 24-hour stretch, The Walker will be open to the community. Papa Johns will dish out free pizza Wednesday evening, and Starbucks will be on site to caffeinate the web team Thursday morning. Local performers are also encouraged to serenade the team onstage as they work.

“Bring your guitar, your energy and your suggestions, and come spend the night with us,” marketing and programming director Malina Jeffers invites. “We need your support as we take this huge step in rebranding the new Madame Walker Theatre Center.”

The public can learn more by visiting www.24HourWebProject.com. Event updates will also be posted on Twitter from [@24hrwebproject](https://twitter.com/24hrwebproject), [@walkertheatre](https://twitter.com/walkertheatre) and [@smallbox](https://twitter.com/smallbox).

About The Madame Walker Theatre Center

The Madame Walker Theatre Center is a legacy of Madame C. J. Walker, an African American entrepreneur, hair care industry pioneer and philanthropist, who is widely recognized as the country’s first self-made American female millionaire. The original Walker Building, with its African art deco theater, opened in 1927 as the headquarters of the Madame C. J. Walker Manufacturing Company. After extensive renovations in 1988, this National Historic Landmark reopened as a cultural arts, education, and entertainment center and is the anchor of the Indiana Avenue Cultural Arts District.

About Small Box Web Design

Small Box is an Indianapolis, Indiana based Web design and Web development company that provides professionally designed websites as well as Internet marketing, social media marketing, search engine optimization (SEO) and new media consulting services for organizations and agencies throughout Indiana and the Midwest. (SmallBoxWeb.com)