

## Helping Los Angeles Actors Replace Essential Tools Lost in the Fires

A Collaborative Effort by Casting Workbook, The Bridge for Actors, Ship Bob & IAMA Theater to Help Actors Get Back to Work



**Los Angeles, California Jan 23, 2025 ([IssueWire.com](http://IssueWire.com))** - The devastating wildfires across Los Angeles have left countless actors without homes or access to safe spaces to create, making it difficult for them to continue their work in the industry. Recognizing the urgent need to support displaced talent, **Casting Workbook, The Bridge for Actors, IAMA Theatre Company, and Ship Bob** have joined forces to deliver essential tools to help actors resume their craft.

Together, this collaboration will provide **75 Self-Tape Home-Kits**, including ring lights, backdrops, and tripods, distributed through the IAMA Theatre Company, which is serving as a trusted community hub

for this effort.

“We’ve heard from so many actors who lost their homes or can’t return because of the danger and toxic smoke damage,” said Anna LaMadrid and Alyshia Ochse from **The Bridge for Actors and Put Me On Self-Tape**. “This collaboration is about ensuring they have the tools they need to keep working, no matter where they are.”

The Self-Tape Home-Kits will be shipped directly from Casting Workbook’s Chicago warehouse, with **Ship Bob** generously covering the cross-country shipping costs to **IAMA Theatre Company**. The kits will be distributed from the theatre by Anna, Alyshia and their team, who are leading this vital initiative to ensure impacted LA talent have the resources they need to submit auditions and stay connected to opportunities.

**Susan Fox, founder of Casting Workbook, added:** “Our mission has always been to support actors, and we’re humbled to work alongside **Anna & Alyshia, IAMA Theatre, and Ship Bob** to help talent in this challenging time. These kits are more than equipment—they’re a way for actors to reclaim their creativity and get back to doing what they love, even if they are currently sleeping on someone’s couch or working from a hotel room.”

### **Call to Action for Additional Support**

To expand this effort, other companies and vendors are invited to contribute by donating goods, gift certificates, or discounts for displaced actors. Anyone interested in joining this collaboration can contact Anna & Alyshia at [putmeonselftape@gmail.com](mailto:putmeonselftape@gmail.com) for more details below.

### **Details for Actors to Access Support**

Actors impacted by the wildfires can email Anna & Alyshia at [putmeonselftape@gmail.com](mailto:putmeonselftape@gmail.com) for information about qualifying for a free kit and where or when to pick them up

### **About the Collaborators**

#### **Casting Workbook:**

A global leader in casting and entertainment technology, offering tools and services for talent to thrive in the industry. Spanning 63 countries, Casting Workbook supports actors, agents, casting, and creators worldwide with innovative solutions and fully free submission and self-taping services in the US.

#### **The Bridge for Actors & Put Me On Self Tape:**

A trusted resource for actors, providing audition training professional self-taping services and resources to help talent deliver standout auditions.

#### **ShipBob:**

A leading global logistics company, Ship Bob provides end-to-end fulfilment services with a focus on supporting communities in times of need.

#### **IAMA Theatre Company:**

A leading artist-driven organization in Los Angeles, dedicated to bold, original work and fostering diverse voices. Beyond the stage, IAMA serves as a vital hub for artists and the community. During times of crisis, they support the creative community by offering resources and aid.

## Media Contact

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