

FOR IMMEDIATE RELEASE

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**PERFORMANCE COACHING CARDS INSPIRE EFFECTIVENESS
IN LIFE AND ON STAGE**

LOS ANGELES – March 22, 2009 – Since most of what we do in life and in work is a performance at one level or another, Double 19 Productions has created a product, **Acting Outside The Box™** coaching cards. This deck of 45 motivational cards is designed to serve as a pocket companion and inspirational tool for anyone seeking to reveal and engage the inner performer.

"The cards were designed for working actors but I have found them to be applicable in broader aspects of life," says Julie Stevens, creator of **Acting Outside the Box™** and a seasoned acting professional. Whether you are a struggling actor working your way to fame or a prominent Hollywood legend, these cards inspire creativity and solid performances.

Acting Outside the Box™ explores three important elements in creating a memorable performance – preparation, story and expression. The **preparation** cards trigger the imagination and provide instant connections to one's own natural instincts, resulting in a stronger audition and winning performance. The **story** cards offer cues to exploring material on an emotional level. The **expression** cards encourage the performer to remain focused and accessible in their work, as well as in life. The deck also contains three blank cards to help personalize the pack to its fullest effectiveness.

"Whether it serves to remind you of what you already know, or to teach you something new, these cards are a help to any actor."

>> **Hugh Grant,**

"Bridget Jones: The Edge of Reason," "Love, Actually," "Two Weeks Notice"

Actors and non-actors alike will appreciate the way **Acting Outside the Box™** cards spark creative thought and expression. For people on the go, it's always there when needed. **Acting Outside the Box™** is a winning hand at auditions, on the set, or in any of life's career "stages".

Julie Stevens has been working professionally since the age of nine when she earned a role on Broadway in the musical "Annie". While pursuing work as an actress, Julie has participated in hundreds of classes and workshops, thus providing her with endless notebooks filled with inspiring tips and suggestions. Overwhelmed by the plethora of "techniques", Julie decided to draw on her own experiences and create a more practical and affordable resource for fellow performers. Julie is counted among the alumni of both Stagedoor Manor and Professional Children's School. She earned a BFA in Acting from NYU's Tisch School of the Arts and an MS in Education from Bank Street College. Julie is a member of SAG, AFTRA and AEA and appears regularly on stage and screen in Los Angeles. For more information on Acting Outside the Box please visit: www.actingoutsidethebox.com