



NEWS RELEASE

For Immediate Release

ANONYMOUS DONOR TO MATCH GIFTS TO ARIZONA THEATRE COMPANY DOLLAR-FOR-DOLLAR UP TO \$500,000 THROUGH JUNE 30

"A Great Boost to Optimism and Confidence." – Board Chairperson Cameron Artigue

PHOENIX/TUCSON, Ariz. (May 4, 2015): An anonymous donor has taken the lead to ensure a sustainable future for Arizona Theatre Company (ATC) by offering to match donations made to ATC through the end of June up to \$500,000.

"This is huge for Arizona Theatre Company," said Interim Managing Director Matt Lehrman. "This match is a tremendous vote of confidence in the future of this company and a meaningful step to advance ATC toward an exciting, important and sustainable future."

As a nonprofit 501c3 arts organization, 40 percent of ATC's annual operating budget derives from contributed revenue through grants, sponsors and individual donations. In addition to underwriting the productions of Arizona's only fully-professional theatre company, contributed revenue also supports ATC's school matinee performances, statewide youth outreach initiatives and its popular Summer on Stage program. Ticket sales represent about 60 percent of the Company's overall revenue.

"From the strength of our ticket sales, we know that Arizona values theatre." Lehrman said, "We are confident we can reach the \$500,000 goal, but this is clearly an "all hands on deck" situation." Lehrman said,

Lehrman said the timing of the offer coincides with a comprehensive season-long assessment to scrutinize and strengthen every aspect of ATC operations.

"The opportunities for ATC's future are great," he said, "but they don't exist until we achieve the challenges of the present. That's why this match is so important."

ATC Board Chairperson Cameron Artigue noted that the leadership of the Board and initial response of the community has been very encouraging, saying "The need to raise money

is a fact of life for all non-profit organizations; this challenge grant adds powerful fuel to the ATC engine and provides a great boost to optimism and confidence.”

To reach Lehrman, contact him at MLehrman@arizonatheatre.org.

To make a donation, go to www.arizonatheatre.org and click on “We Have A Match!”

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About Arizona Theatre Company:

Arizona Theatre Company (ATC) is the preeminent fully professional theatre in the state of Arizona committed to inspiring, engaging, and entertaining - one moment, one production, and one audience at a time. Boasting the largest seasonal subscriber base in the performing arts in Arizona, ATC is the only resident company in the U.S. that is fully based in two cities providing its wide array of programming and community outreach across the region. Now in its 48th season, more than 130,000 people a year attend our performances at the historic Temple of Music and Art in Tucson, and the elegant Herberger Theater Center in downtown Phoenix. Each season of home-grown productions reflects the rich variety of world drama—from classics to contemporary plays, from musicals to new works—along with a wide array of community outreach programs, educational opportunities, access initiatives and new play programs. Designated The State Theatre of Arizona, ATC is led by Artistic Director David Ira Goldstein, Interim Managing Director Matt Lehrman, Managing Director Emeritus Jessica L. Andrews, and a dedicated Board of Trustees.

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