



NEWS RELEASE

For Immediate Release

KASSER FAMILY PUSHES CHALLENGE GRANT TO \$700,000 FOR ARIZONA THEATRE COMPANY; DONATION DEADLINE IS JUNE 30

TUCSON/PHOENIX, Ariz. (May 5, 2016): With more than \$525,000 already contributed by Arizona Theatre Company donors, ATC supporters Mike and Beth Kasser have increased their challenge grant to \$700,000 to help kick off ATC's 50th anniversary season.

Deadline for donations, which will be matched dollar for dollar, is 5 p.m. on June 30. Contributions can be made online www.arizonatheatre.org or by calling [\(520\) 884-8210](tel:5208848210) in Tucson or [\(602\) 256-6899](tel:6022566899) in Phoenix.

"Arizona Theatre Company is a statewide gem nearing its 50th season of extraordinary live theatre and educational outreach," said Mike Kasser, who also serves on the ATC Board of Trustees. "Beth and I are thrilled with the generosity of ATC supporters in response to our challenge match so far, and we wanted to give everyone an additional opportunity to confirm that they agree with us that Arizona Theatre Company is a huge asset to the Tucson and Phoenix communities, by enhancing our challenge."

The challenge grant follows ATC's operating surplus for the 2014-15 season and

celebrates the current season which has played to both critical and public acclaim.

“The community’s response to the campaign has been incredibly generous and we’re deeply grateful to the Kassers for keeping the momentum going with their truly significant gift,” said ATC Artistic Director David Ira Goldstein.

ATC’s 50th Anniversary Season performance schedule includes: “King Charles III” (August 16 – October 23); “Act of God” (September 20 – December 4); “Fiddler on the Roof” (November 8, 2016 – January 29, 2017); “The River Bride” (This play is fully cast); “Ring of Fire” (This play is fully cast); “Holmes and Watson” a new play by Jeffrey Hatcher commissioned by ATC (March 21 – May 28).

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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 49th 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, and a dedicated Board of Trustees.