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**Mahaiwe Launches Homestretch Effort for \$2.2 million IMPACT Campaign
\$500,000 Challenge Match on the Table**

Great Barrington, Mass.— Three years ago, the Mahaiwe Performing Arts Center Board of Directors established the IMPACT Campaign and set a fundraising goal of \$2.2 million to take the Mahaiwe to the next level of programming excellence and financial stability. Since then, the organization has quietly raised \$1,950,000 toward that goal. Now in its tenth anniversary season, the Mahaiwe is launching the public phase of the campaign in order to raise the remaining \$250,000 by September 1. A generous anonymous donor has offered to match two-to-one each homestretch dollar raised once the entire goal is met, thereby delivering a bonus amount over and above the original goal.

“We have an extraordinary opportunity on the table, and we need your help,” said Mahaiwe Board Chair Maggie Buchwald. “We have already raised 85% of our campaign goal and are now appealing to our wonderful audience members who value this precious performing arts resource, to help us cross the finish line. This additional \$500,000 will allow us to deliver even more quality and excitement to the community.”

The IMPACT Campaign and the reserve fund it establishes will enable the Mahaiwe to:

- **Enhance programming opportunities**

The Mahaiwe has established dynamic year-round programming over its first ten years; the organization is now ready to advance to the next level of talent, diversity, and educational opportunities.

- **Make needed capital improvements to the theater**

The beautiful Mahaiwe theater is 110 years old. It is in constant need of upgraded lighting, sound and projection equipment, safety features, HVAC and energy efficiency, and other critical capital projects that are both ongoing and necessary.

- **Achieve fiscal stability**

The Mahaiwe is poised to eliminate all of its debt, including the theater's mortgage, and establish its first cash reserve fund. This will provide a level of fiscal stability that is quite extraordinary in an arts organization of its age and size.

Both one-time gifts and multi-payment pledges are welcome in support of the Impact Campaign. The total amount of pledges made for up to a three-year time period will qualify for the two-to-one match, so long as the commitment is made by September 1. Multi-year pledges allow donors to make a larger gift than they otherwise would be able to, as payments are spread out over time. Donations of \$500+ will be acknowledged on a permanent lobby plaque and higher contribution levels are recognized with seat-naming opportunities.

“The outstanding level of community support has allowed the Mahaiwe to come so far in just ten years, and the generosity of the donors who have contributed \$1.95 million to the campaign thus far is truly inspiring,” said Mahaiwe Executive Director Beryl Jolly. “The requirements of this extraordinary match opportunity impose urgency on our campaign now, as we celebrate such a milestone season. Please consider making a tax-deductible campaign gift of any amount to the Mahaiwe before September 1. Your support will impact the theater for years to come.”

For more information and to donate to the IMPACT Campaign, please see http://www.mahaiwe.org/IMPACT_Campaign.

About the Mahaiwe

Located in downtown Great Barrington, Massachusetts, the Mahaiwe Performing Arts Center is the year-round presenter of world-class music, dance, theater, classic films, Live in HD broadcasts, and arts education programs for the southern Berkshires and neighboring regions. The intimate jewel box of a theater opened in 1905. Since 2005, the performing arts center has hosted over 1,000 events and welcomed almost half a million people through its doors. Its education program has served over 12,000 students from 35 different schools with school-time performances and residencies. The Mahaiwe generates in excess of \$1,000,000 in ticket revenue from 150 events each year, while contributing over \$4,000,000 in regional economic impact from the theater's direct spending and audience's restaurant, lodging, and shopping activities.

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