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ASU GAMMAGE ANNOUNCES 50th ANNIVERSARY CAPITAL CAMPAIGN— THE GOLDEN GAMMAGE INITIATIVE

Tempe, AZ – ASU Gammage – celebrating its 50th Anniversary – announces the Golden Gammage Initiative (GGI), a \$16.2 million capital campaign to sustain the landmark performing arts center for future generations. GGI includes a capital improvements fund to ensure ASU Gammage meets the needs of today's patrons including plans for restroom expansion, accessibility improvements and a revamped sound system. GGI also includes a programming endowment to support the mission of Connecting Communities™ to ensure ASU Gammage continues its programs in perpetuity. ASU Gammage encourages community members, businesses and patrons to support its plans and make a donation to the Golden Gammage Initiative at 480.965.5062 or asugammage.com.

During the silent phase of the campaign, ASU Gammage raised the \$1.2 million for the sound project to be realized in summer 2015. "The acoustics in ASU Gammage are remarkable for unamplified sound as the theatre was designed when performers did not use microphones. Today, however, amplified performances are the standard for all spectra of performing arts. Making sure every patron has an excellent sound experience at an event is of paramount importance and our plan is to update current components and devices to achieve that," says Colleen Jennings-Roggensack, Executive Director. "A complete overhaul of the sound system will occur this summer to help ASU Gammage improve audience experience and reclaim its 'crown as the queen of halls'."

GGI also calls for much needed improvements that would add additional restroom facilities and increase the accessibility of the venue by adding elevators allowing access to all levels. The project will cost \$9 million and ASU Gammage is making progress toward that goal with a \$3 million lead gift from the The Kemper & Ethel Marley Foundation as well as Arizona State University announcing a dollar for dollar matching investment of up to \$2.5 million for the public phase of the campaign," says Jennings-Roggensack. "The Kemper & Ethel Marley Foundation has a long history of supporting great charitable organizations for the people of Arizona and their funding was a tremendous catalyst into moving us a step closer to preserving ASU Gammage for future generations," continued Jennings-Roggensack. With completed funding construction could begin as early as 2016.

ASU will make a significant investment to ASU Gammage that continues to be a major access point into the University. In addition to the \$2.5 million matching investment, ASU will provide funding to complete expenses on the sound project and replacement of the stage floor. ASU is also committed to the multimillion dollar project of resurfacing ASU Gammage's unique rose-quartz-crete exterior to make the 50-year old building look as it did on its opening in 1964.

GGI will create a programming endowment to bring the world's best artists to the ASU Gammage stage and enable those artists to reach out to the community, create new work, engage audiences and create economic impact. "Through the mission of Connecting Communities™, ASU Gammage doesn't just present the world's best, but we make sure that people of all ages around the Valley and state get to experience working with and learning from these amazing artists through workshops, master classes and residencies. This programming endowment will allow these programs to continue and reach even more people in the coming years," says Mary Way, 50th Anniversary Leadership Board Co-chair.

ASU Gammage is also pleased to announce that in celebration of their long standing partnerships, Ticketmaster and Broadway Across America are also making major investments into ASU Gammage's infrastructure to support the GGI.

What started as an idea to create a distinct university auditorium, by ASU President Grady Gammage in 1957, is now a world-class presenting organization and a vital cultural and economic engine for the state. Since 2006, ASU Gammage has created more than \$500 million of economic impact for Arizona with its Broadway series and granted access to nearly 5 million people to world-class arts experiences. ASU Gammage operates under a self-sustaining business model driven by private support and ticket sales while still maintaining the heart of a non-profit.

The silent phase of the campaign was led by major gifts from the Kemper & Ethel Marley Foundation, Broadway Across America, Susan and Bill Ahearn, Laurie and Chuck Goldstein, Clyde Parker, George Brazil Home Services, Pat Langlin-Brazil, Margaret T. Morris Foundation, the late Jerry Appell and Ticketmaster.

The 50th Anniversary Leadership Board includes co-chairs Leslie and Jeff Rich, co-chair Mary Way, William Ahearn, Jo Finks, Grady Gammage, Jr., Laurie and Chuck Goldstein, Albert Leffler, Michael Manning, Sarah Nolan, Bill Way and the late Jerry Appell.

To help ASU Gammage achieve its goal for the Golden Gammage Initiative, or for more information, please contact 480.965.5062 or visit asugammage.com.

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