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ASOLO REPERTORY THEATRE AWARDED \$50,000 GRANT BY

GULF COAST COMMUNITY FOUNDATION

**Funds to Be Used to Support Five-Season American Character Project
and Collaborations with Local Cultural Partners**

(SARASOTA, April 2, 2013) — Asolo Repertory Theatre today announced it is the recipient of a \$50,000 grant from Gulf Coast Community Foundation. These funds will enable Asolo Rep to develop its five-season American Character Project and bring national attention and new audiences to the theatre's productions. The grant will also support increased collaborations between Asolo Rep and other Sarasota cultural organizations that result in a positive impact for all organizations and the local economy.

“The four shows of our spring 2013 season that are supported by this grant, *The Heidi Chronicles*, *Venus in Fur*, *Clybourne Park*, and *Pulse, A New Dance Musical*, are all part of our innovative, five-season American Character Project and involve collaborative programming and marketing efforts with our local cultural partners, including Ringling Museum of Art, Westcoast Black Theatre Troupe, Robert C. Taylor Center, and North Sarasota Library. The collaborations will generate additional revenues, cross-over audiences, and higher profiles for all of the organizations involved,” said Tricia Mire, Asolo Rep’s Director of Development. “These four productions are also projected to create a multi-million dollar impact on the local economy, based on models designed by Americans for the Arts. The grant from Gulf Coast Community Foundation will help ensure the success of these productions. ”

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Gulf Coast Grant

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The Gulf Coast Community Foundation was created in 1995 through the sale of the Venice Hospital and has invested more than \$146 million back in the community through grants in the areas of health and human services, education, civic and economic development, arts and culture, and the environment.

Now in its 54th season, Asolo Repertory Theatre is widely recognized as one of the premier professional theatres in the southeastern United States. One of the few true repertory companies in the nation, Asolo Rep presents a diverse repertoire of newly commissioned plays, bold reinterpretations of contemporary and classical works, and provocative new musical theatre experiences each season. With its ambitious theatrical offering and groundbreaking education, outreach and audience development programming, Asolo Rep is more vibrant and its work more relevant than ever.

Asolo Repertory Theatre is able to bring productions to the stage because of the generosity of corporate sponsors and individual supporters. Season sponsors for 2012-2013 are Florida State University, Gulf Coast Community Foundation, Comcast, Designing Women Boutique, Virginia B. Toulmin Foundation, The Shubert Foundation, and The Woman's Exchange, Inc. Paid for in part by Sarasota County Tourist Development Tax revenues. Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Council on Arts and Culture.

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