

# ASOLO REPERTORY THEATRE

PRODUCING ARTISTIC DIRECTOR MICHAEL DONALD EDWARDS    MANAGING DIRECTOR LINDA DIGABRIELE



\*\*\*For Immediate Release\*\*\*

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## **Asolo Repertory Theatre to Participate in the 2014 Giving Challenge**

Asolo Repertory Theatre will proudly participate in Sarasota's 2014 Giving Challenge, presented by the Community Foundation of Sarasota County in partnership with The Patterson Foundation, with support from the John S. and James L. Knight Foundation, Manatee Community Foundation, William G. and Marie Selby Foundation, and the Charlotte Community Foundation. The 2013 challenge raised more than \$2.78 million for local charitable organizations.

Asolo Rep's campaign, "**Be an Asolo Rep Giving Superhero!**" celebrates its brand new production of *HERO: The Musical*, which opens May 2 and runs through June 1. *HERO: The Musical* tells the heartwarming, upbeat story of a comic book-enthusiast who must face reality and create his own adventure. Funds raised will support world-class productions like *Hero*, and award-winning education programs serving 20,000 students.

The 24-hour Giving Challenge will be held from Tuesday, May 6 at noon until Wednesday, May 7 at noon. During the challenge, which coincides with the national "Give Local" day, community members will be able to donate to more than

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## Giving Challenge

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400 nonprofit organizations in the Sarasota area via smartphone or computer. The nonprofit organizations will also have an opportunity to earn their share of \$450,000 in matching dollars and \$225,000 in grant incentives.

Those wishing to give to Asolo Rep should note that early giving during the 24-hour period is best in order for the theatre to be eligible for matching funds. Asolo Rep also has its own \$10,000 matching challenge if Giving Challenge funds run out.

Asolo Rep will also enter pledges for donors. Interested donors can complete a secure online pre-registration form at [www.asolorep.org/superhero](http://www.asolorep.org/superhero). Donations are 100 percent tax deductible and can be made by visiting [www.givingpartnerchallenge.org](http://www.givingpartnerchallenge.org). The minimum gift is \$25 and donations can be made via debit or credit card beginning at noon on May 6

"For theatre lovers who've been moved and inspired by what they've seen at Asolo Rep this season, the Giving Challenge and our own Matching Challenge present the ideal opportunity to deepen their involvement as supporters, and to double their gifts," said Tricia Mire, Asolo Rep's Director of Development. "Our donors feel even more invested because they've helped make the powerful experience of live theatre available to audiences of all ages."

For more information about the Giving Challenge, visit [www.cfsarasota.org](http://www.cfsarasota.org) or call 941.955.3000. For more information about Asolo Rep, visit [www.asolorep.org](http://www.asolorep.org).



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