



**THEATRE ASPEN ENTERS PUBLIC PHASE OF "I ♥ TA" CAMPAIGN  
WITH MATCH FUNDRAISER**

**GOAL IS \$1.5 MILLION FOR NEW FACILITY  
AND THEATRE UPGRADES**

**Aspen, Colorado (November 16, 2010)** — Theatre Aspen, Aspen's only professional theatre and school for theatre education, launched a capital campaign earlier this year to replace its "enchanting but *exhausted*" theatre tent in Rio Grande Park in 2011. Bob and Soledad Hurst proffered the lead gift for the new tent. It is the largest one-time donation the theatre has ever received and will include naming rights for the theatre. Soledad Hurst is on the Board of Trustees for Theatre Aspen.

With the full support of the Board of Trustees and additional lead gifts, the "I ♥ TA" campaign has already garnered \$815,173 in donations and pledges, and is now open to the public to raise the remaining amount, with a match drive as further incentive. The current 18-year-old tent in the park has undergone two major repairs, myriad wind and hail storms, multiple floods and is also the home to a few of the park's friendly raccoons. A new model will replace it and the upgrade will include a new stage, lobby and audience area.

Given the urgency of the project, in September 2010 Theatre Aspen adjusted their fundraising strategy to include the annual operating expenses of the 2011 summer production season in this new, larger campaign. The campaign's previous goal of one million dollars was raised to one and a half million dollars.

In addition, all new donations received between November 1, 2010 and December 31, 2010, up to \$225,000, will be matched at 100% by three anonymous Theatre Aspen Board members. A wide and varied menu of options for all levels of support is available.

Artistic Director **Paige Price** said of the campaign, "We are extremely excited to open up this campaign to the public, after experiencing the incredible support that's pushed us more than half way to our goal. We're very grateful for the enthusiasm of our Board and supporters, as well as from the community. This tent has served us for a long time, but there's no way it would last another season."

Local Aspen architectural firm, Charles Cunniffe Architects, is working with the theatre to create a new and improved aesthetic for the theatre's 28<sup>th</sup> season.

Theatre Aspen's 2011 summer season will include the world premiere of a new musical, a quirky comedy by a Coloradan playwright and a "widely beloved family musical that reflects the optimism and pluck of Americans," says Price. "I hate to be coy, but we plan to announce the season very soon!"

Tickets for all performances will be available in the spring of 2011. For more information, visit [www.theatraspen.org](http://www.theatraspen.org).

For more information on the "I ♥ TA" campaign, please contact Director of Development **Beth Levin** at 970-925-9313 x6 or [beth@theatraspen.org](mailto:beth@theatraspen.org).

**Theatre Aspen's 2010 season was generously supported by: American National Bank, Alex Kaufman, Hays Private Client, Jessica and John Fullerton, City of Aspen, Les Dames d'Aspen, Brenda and Jim Grusecki, Morris&Fyrwald/Sotheby's, Maureen and Dan Holman, The Aspen Club and Spa, Soledad and Bob Hurst, Mandy Gray and Randy Work and Melinda Goldrich. Media Sponsors are, *The Aspen Times*, *Aspen Daily News*, *Aspen Sojourner* Aspen Public Radio, KSPN/KNFO, KUUR/TV 19/KSNO and [eMoo.com/AspenShines](http://eMoo.com/AspenShines).**

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*Theatre Aspen's mission is to entertain, enlighten, enrich, educate and challenge the residents and visitors of the Roaring Fork Valley through professional quality theatrical productions, new play development initiatives and a broad spectrum of education programs. TA is a 501c3 tax-exempt organization. Visit [www.theatraspen.org](http://www.theatraspen.org) for more information.*