

FOR IMMEDIATE RELEASE:

Regarding: Update - Plans for The Denis Theatre
Date: November 19, 2013
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Denis Theatre Raises the Curtain on Design and Capital Campaign

As project surpasses 2.1 million of fundraising goal, Board approves plan to open two theaters and a Learning Center for education, community gatherings and screenings.

November 19, 2013 (Pittsburgh, PA.) Sponsors, community officials and the Board of Directors of The Denis Theatre Foundation gathered at St. Clair Country Club on November 14, 2013. The gathering was an opportunity to thank the investors including the twenty founders, highlight and review the new design, as well as the strategy for completion of the last portion of the capital campaign.

The Board introduced architectural firms BSHM and NEXT and showcased their initial designs.

The Denis Theatre will offer four unique spaces for art and other amenities:

- Two theaters that seat approximately 200 and 100 people. The theaters will be configured to show films, hold lectures and small scale musical performances, and be available for community meetings and corporate rentals.
- A Learning Center & Screening Room where art can be explored, discussed, and created, movies and videos can be seen, and small events can be enjoyed in this flexible space. Meeting Staging equipment, as well as catering will be available.
- A Concession Stand and comfortable Lounge Area where patrons can relax and discuss the performance.
- A Visual Arts display capacity that will allow us to showcase exemplary art, year round, with opportunities to meet the artists and learn more about their inspiration and techniques.

The Denis has raised over \$2 million in cash and pledges. The final portion of fundraising is targeted at \$1 million, to be raised within 1 year. The “1 in 1” campaign was officially launched as part of the gathering.

According to Jane Delano “The progress being made at The Denis is very exciting. Audiences and film distributors demand flexibility, and our design provides the needed versatility to draw diverse audiences, who appreciate film and educational programming. Our vision is to create a rich and robust center that will have something to offer for the South Hills and greater Pittsburgh region. We are heartened to learn of Doylestown, Coolidge Corner in Boston, and others who are sterling examples of similar successful nonprofit theaters.”

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“Though we have secured significant donations and pledges, looking forward, the Denis is seeking to engage and re-engage the entire community. We will reach out to all potential donors, sponsors, residents and businesses as part of our final phase of fundraising. We are grateful for the many supporters that donated early on and have been patiently waiting for the curtain to rise at The Denis. Today, we are happy to report on our progress to date and to report that completion is within our reach!” Stated Jennifer Smokelin, Chairman of the Board of the Denis Foundation.

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Part of the due diligence research conducted by the staff and members of the Advisory Board included interviewing multiple independent theaters across the nation and from the region. Ted Pappas, the Producing Artistic Director of Pittsburgh Public Theater, is a supporter of the project and believes “the Denis has an important advantage over many other theaters around the country. Having a structure that essentially has four different venues where art can be enjoyed and taught is unique and a huge advantage. The ability to engage the community through films, programming and performances that educate and entertain has the potential to make the Denis a real cultural hub of the South Hills community.”

The Mission

The Denis Theatre Foundation enriches and educates the community through distinctive and engaging film and arts programming.

Core Values

Creativity and Artistry. *The value of “Creativity and Artistry” will guide our programming decisions.*

Community Vitality. *A healthy community includes space for the arts, space for learning and space for gathering. The Denis Theatre provides all of these valuable experiences within larger networks of relationships that include our immediate neighbors, other stakeholders, and collaborators.*

Learning. *Experiencing the arts is an indispensable part of lifelong learning. The Denis Theatre Foundation is committed to providing superior films and arts presentation. We are dedicated to providing dynamic experiences in the arts by connecting our patrons with area specialists.*

Sustainability. *By adopting the core value of sustainability, we commit ourselves to responsible management of our programs, operations, and facility with the intention of existing in perpetuity.*

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