



FOR IMMEDIATE RELEASE

McCARTER THEATRE CENTER CELEBRATES MAJOR FUNDRAISING MILESTONE

Princeton, NJ – March 1, 2018: McCarter Theatre Center is pleased to announce the successful conclusion of its Campaign for McCarter, a multi-year fundraising effort which will provide a strong financial foundation for the future of the theatre. With the completion of the Campaign, McCarter can continue to build its legacy of providing powerful and thoughtful entertainment, continue the important job of supporting the work of new and emerging playwrights and introduce young people in our community to the transformative power of a live performance.

Under the leadership of Campaign Co-Chairs and McCarter Trustees Kathleen Nolan and Robert J. Caruso the campaign is the largest fundraising effort in the institution's 88-year history, raising over \$10 million for McCarter's endowment while increasing annual fund support for general operations. McCarter's endowment funds include the McCarter LAB; the Presented Events Series; Audience Access Programs; Education and Engagement; and the Emerging Leaders Program.

The campaign was bolstered by two challenge grants. A \$500,000 challenge grant from Betty Wold Johnson was received in September and was instrumental in helping to close out the campaign. The campaign also received a \$250,000 challenge grant in support of the Presented Events endowment. This endowment will be renamed as the William W. Lockwood Presented Series Fund, in honor of McCarter's long time Special Programming Director. This fund was created to ensure future generations of McCarter patrons will benefit from the wide array of artists, events, and new ideas presented on McCarter's stages.

"This campaign has been critical to ensuring that McCarter remains a vital cultural institution for the next generation of theater lovers, an artistic home for emerging and legendary playwrights from all backgrounds and a beacon of the very best in the performing arts in our community." said Emily Mann, Artistic Director and Resident Playwright. Mann went on to state that "having a vibrant producing theater coupled with a world class roster of Presented Events is foundational to the extraordinary quality of civic life in this region."

Leslie Kuenne, President of the Board of Trustees, noted the importance of this campaign saying "I would like to thank everyone who contributed to the Campaign for making meaningful personal gifts to this institution. Thanks to such remarkable support and outpouring

of generosity, McCarter will continue to thrive and serve Princeton and the surrounding community. I would also like to thank our patrons and the thousands of individuals who support McCarter with an annual contribution. The \$1.5 million in donations we receive annually from our community is also a remarkable testament to the importance of McCarter in people's lives."

Unique among similarly-sized performing arts organizations, McCarter Theatre Center is a major cultural center housing both a nationally-recognized Theater Series and a world-class Presented Series with hundreds of performances gracing its two stages annually. McCarter also provides important arts education in the several local school districts, sending its teaching artists into classrooms to assist teachers and educators. The McCarter LAB is an important incubator for emerging and established playwrights, providing support for and development of new work.

McCarter's programming significantly improves the quality of life for those living in the region and provides an invaluable cultural richness treasured by community members and artists from around the world.

About McCarter Theatre Center

Renowned for major contributions to the theatrical canon, McCarter premieres include such works as Christopher Durang's *Vanya and Sonia and Masha and Spike* (winner of the 2013 Tony Award® for Best Play) and McCarter was honored in 1994 with the Regional Theatre Tony Award®. McCarter Theatre Center is also a premier presenter of artists renowned around the world and across genres as varied as dance, classical, pop, jazz, performance art, comedy, magic, children's theatre, and much more.

McCarter is supported by the New Jersey State Council on the Arts, Princeton University, and over 2,000 individuals, corporations, community leaders, and foundations. For more info visit www.mccarter.org.

For further inquiries and more information, contact:
Tom Miller, Director of Public Relations | tmiller@mccarter.org | 609.258.6524
91 University Place, Princeton, NJ 08540 | mccarter.org

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