



PLAYHOUSE SQUARE CENTER

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Contact For ideastream: Gene Sasso 216.916.6132 gene.sasso@ideastream.org
For Playhouse Square: Cindi Szymanski 216.348.5258 cindi@playhousesquare.org

CAMPAIGN FOR IDEA CENTER COMES TO SUCCESSFUL CLOSE

More than \$29 million raised to fund building renovation, construction and programming

Cleveland, OH – WVIZ/PBS and 90.3 WCPN ideastream and Playhouse Square Foundation are pleased to announce the successful completion of the Campaign for Idea Center with pledges totaling \$29,345,513, surpassing the campaign's \$27.4 million goal.

The capital campaign undertaken in partnership by the two non-profit organizations was led by a steering committee under the direction of co-chairs Thomas W. Adler (PSF Management Corporation, LLC), Henry L. Meyer III (KeyCorp), Jon H. Outcalt (Federal Process Corp.) and Robert S. Reitman (Riverbend Advisors).

"Every donor, and particularly these lead donors to this most innovative and successful project, has our deepest gratitude. We hope they are proud of what their foresight and generosity has produced", Reitman said on behalf of the Co-Chairs.

Westfield Insurance pledged the campaign's lead gift of \$3 million. Challenge grants of \$1 million or more were provided by The Kresge Foundation, the 1525 Foundation and the Kelvin and Eleanor Smith Foundation. Others contributing \$1 million or more include The Cleveland Foundation, The George Gund Foundation, KeyBank, Peter B. Lewis, David & Lindsay Morgenthaler and The Reinberger Foundation.

"We thank the community for embracing and believing in the partnership between ideastream and Playhouse Square Foundation," Jerry Wareham, president and CEO of WVIZ/PBS and 90.3 WCPN ideastream said, "and we thank all of the volunteers and staff connected to the partner organizations who worked diligently toward the successful completion of the campaign."

The Idea Center has become a vibrant center of activity including the broadcast operations and education services of 90.3WCPN and WVIZ/PBS ideastream and Playhouse Square Foundation arts education programs. The facility is a model of creative connectivity where digital media (radio, television and the internet) is used to create and distribute content, including news, information, educational services, and arts and cultural programming.

"Through classes, workshops, professional development, distance learning, broadcast media and performances, we are providing new opportunities for learning and enrichment through the arts and technology," explained Art J. Falco, president and CEO of Playhouse Square Foundation.

The budget for the Idea Center at Playhouse Square was \$42 million, with \$32 million allocated to construction, furnishings, fixtures and equipment and \$10 million for programs and program-enabling technology. The Campaign for Idea Center goal was set at \$27.4 million. Funds pledged in excess of the campaign goal will enable ideastream and Playhouse Square Foundation to develop joint programmatic initiatives.

ideastream is a multiple-media public service organization with a mission to strengthen our communities by providing distinctive, thought-provoking programs and services that enlighten, inspire, educate and entertain. The organization was formed by the merger of public broadcasting stations WVIZ/PBS and 90.3 WCPN in July of 2001. The organization operates public television and radio stations in Cleveland with an audience of some 2.8 million viewers and listeners, an Educational Service group serving schools with nearly one half million students and manages the Ohio Public Television and Radio Statehouse News Bureau and Ohio Government Telecommunications in Columbus.

Playhouse Square Foundation

Playhouse Square Foundation is the 501 (c) (3) not-for-profit, which restored and operates Playhouse Square Center, the nation's second largest performing arts center. The Foundation's mission is presenting and producing a wide variety of quality performing arts, advancing arts education and creating a theater district that is a superior location for entertainment, business and housing, thereby strengthening the economic vitality of the region.

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