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Contact For ideastream: Gene Sasso 216.739.3869 gsasso@ideastream.org
For Playhouse Square: Cindi Szymanski 216.348.5258 cindi@playhousesquare.com

THE GEORGE GUND FOUNDATION PROVIDES \$1.6 MILLION GRANT IN SUPPORT OF THE IDEA CENTER AT PLAYHOUSE SQUARE

Cleveland, Ohio – July 21, 2004 – The George Gund Foundation announced today that it is awarding a grant in the amount of \$1.6 million to ideastream and the Playhouse Square Foundation supporting the partnership to develop **The Idea Center at Playhouse Square**.

Last year, ideastream and the Playhouse Square Foundation announced a partnership to the redevelop the historic One Playhouse Square building at 1375 Euclid Avenue into a headquarters for ideastream (uniting the operations of Northeast Ohio public broadcasters WVIZ/PBS and 90.3 WCPN) and a shared educational facility. The partners dubbed the new facility The Idea Center at Playhouse Square. The Gund Foundation grant is a significant commitment to the Idea Center project to develop a dynamic educational environment combining the performing arts, radio, television, interactive broadband and related technology into a single facility in Cleveland's downtown theater district. In fact, the Idea Center is a landmark national model demonstrating how two community service organizations can collaborate to enhance and redefine their offerings to regional audiences via information, education, arts and technology. The Idea Center, currently scheduled to open in the spring of 2005 will include street-level broadcast and dance studios and a 300-seat theater that doubles as a television studio and performing arts stage.

“The Gund Foundation is pleased to support this unique collaboration that not only saves money for the partners but also presents an incredible opportunity for the community to benefit from the synergies that will result.” said David Abbott, The George Gund Foundation executive director. “Our hope is The Idea Center will further the redevelopment of the theater district, encouraging others to develop or move into the area. The street-level studios and other programming originating within Idea Center will produce new vitality on Euclid Avenue.”

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The integrated, multi-use design of the Idea Center will invite endless opportunities for creative collaboration among educators, artists and media professionals within a fully equipped digital environment. Visitors to the theater district and the Idea Center facility will experience the excitement of backstage performing arts activity and broadcast studio atmospheres, while having access to new entertainment, educational and cultural opportunities.

Art J. Falco, president and CEO of Playhouse Square Foundation said: “This grant confirms the importance of Idea Center as a community hub. The Center’s purpose of serving the public in the areas of arts, information and education aligns perfectly with the vision of The George Gund Foundation. We thank the trustees of The George Gund Foundation for their generosity and support. Jerrold F. Wareham, president and CEO of ideastream agreed, saying, “The George Gund Foundation’s grant brings ideastream and Playhouse Square closer to making the Idea Center a reality. We appreciate the confidence that the Gund organization is expressing in our vision for Idea Center, and their affirmation that the facility, our people and our programming will enhance the lives of the residents of Northeast Ohio.”

The George Gund Foundation The George Gund Foundation was established in 1952 by George Gund, former chairman of the Cleveland Trust Company. The Foundation funds programs that enhance our understanding of the physical and social environment in which we live and increase our ability to cope with its changing requirements. Grants are made quarterly in the areas of education, human services, economic and community development, environment and arts. Foundation commitments to date have totaled more than \$422 million.

ideastreamsm 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 Playhouse Square Center is the second largest performing arts center in the nation. Setting the industry standard for arts integration, Playhouse Square strives to produce and present the best in performing arts to benefit all citizens by providing exemplary educational programs. It also strengthens the economic development of the region by making the downtown Cleveland Theater District a superior location for the arts, learning, business, and living.

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