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PLAYHOUSE
SQUARE
CENTER
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**THE REINBERGER FOUNDATION GIVES \$1 MILLION TO THE
IDEA CENTER AT PLAYHOUSE SQUARE**

**Grant Brings Innovative Shared Facility and Breakthrough Educational Partnership
Closer to Realization**

CLEVELAND, October 22, 2004 – The Reinberger Foundation today announced that it has presented a \$1 million grant to Playhouse Square Foundation and WVIZ/PBS and 90.3 WCPN/NPR ideastreamSM in support of their partnership to develop the **Idea Center at Playhouse Square**, a dynamic educational environment blending the performing arts, radio, television, interactive broadband and related technology into a single facility.

The Reinberger Grant is the third major gift received by ideastream and Playhouse Square since the organizations announced their joint venture to redevelop the One Playhouse Square Building into ideastream’s headquarters and a shared educational center. When complete, the building will become a bustling center of activity housing 150 full and part time ideastream employees currently located in separate broadcast facilities.

The Reinberger Foundation, a generous long-time supporter of both organizations, has been a recognized leader in the philanthropic community for more that 35 years. Concentrating its giving in the State of Ohio, numerous arts organizations have been the beneficiaries of the foundation’s kindness.

The foundation’s gift represents another critical step in the Campaign for the Idea Center. To commemorate the Reinberger gift, part of The Idea Center will be named “The Reinberger Education Commons.”

"We are delighted to support ideastream and Playhouse Square in their partnership to build the Idea Center," a Reinberger Foundation representative said. "We have been admirers and supporters of what both organizations have accomplished in their distinguished histories and are equally excited about what this alliance might become in the future."

Funding by the Reinberger Foundation supports the redevelopment of the Idea Center, and furthers the two organizations’ educational outreach activities, supporting students, families, educators and community leaders statewide and beyond.

These advancements will result from a new technology platform that will feature state-of-the-art distance learning tools and capabilities enabling the interactive participation of groups and individuals nationwide.

Aside from immediate economic benefit to both organizations, the integrated setting will invite endless opportunities for creative collaboration among talented educators, artisans, producers and media professionals within a fully equipped digital environment.

The building will become a model of creative connectivity where digital media technology (radio, television and the internet) is used to distribute program content, including educational services and performances, to schools, homes and communities throughout the region.

Visitors to the Idea Center at Playhouse Square will experience the excitement of backstage performing arts and studio atmospheres. Local nonprofit, arts organizations and educational service providers will utilize the Idea Center, its resources and technology.

Playhouse Square Foundation

Playhouse Square Foundation is a 501 (c) (3) not-for-profit, which restored and operates Playhouse Square Center, the nation's second largest performing arts center. The Foundation's top mission is to provide high quality performing arts and entertainment programs to the citizens of Greater Cleveland and Northeast Ohio, and to support on-stage productions with leading-edge educational programs for people of all ages. 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.

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.

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