



PLAYHOUSE
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THE KRESGE FOUNDATION AWARDS CHALLENGE GRANT TO IDEA CENTER

Cleveland, OH – The Campaign for Idea Center at Playhouse Square has been awarded a challenge grant in the amount of \$1.25 million from The Kresge Foundation of Troy, Michigan. The grant was given on a challenge basis to stimulate new and increased contributions toward the completion of the capital campaign to fund construction of the Idea Center. In addition, ideastream and Playhouse Square Center are eligible for a possible additional \$150,000 award from The Kresge Foundation if the completed project meets all of the U.S. Green Building Council LEED (Leadership in Energy and Environmental Design) certification criteria as planned.

The LEED Green Building Rating System is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. The U.S. Green Building Council developed this rating system to encourage design and construction practices that significantly reduce or eliminate the negative impact of buildings on the environment and occupants through sustainable site planning, safeguarding water and water efficiency, energy efficiency and renewable energy, conservation of materials and resources and indoor environmental quality.

“We are tremendously grateful to The Kresge Foundation for its support, and we are pleased to accept the challenge of completing the funding for this effort,” stated Robert S. Reitman who serves as co-chair of the campaign with Thomas W. Adler, Henry L. Meyer III and Jon H. Outcalt.

At the time of the December, 2004 grant announcements, The Kresge Foundation had awarded 176 grants in 2004 for a total of \$119,434,874. John E. Marshall, III, President and CEO of the Foundation, indicated, “In this cycle of grantmaking, our Trustees were pleased to support a range of organizations reflecting almost the entire breadth of the nonprofit sector. This diverse group is responding to the new challenges presented by their communities or sustaining activities that have demonstrated their effectiveness.”

Grants are made toward projects involving construction or renovation of facilities and the purchase of major capital equipment or real estate. Grant recipients have raised initial funds toward their respective projects before requesting Foundation assistance. Grants are then made on a challenge basis, requiring the raising of the remaining funds, thereby insuring completion of the projects.

The Kresge Foundation is an independent, private foundation created by the personal gifts of Sebastian S. Kresge. It is not affiliated with any corporation or organization.

When complete the Idea Center will become a bustling center of activity housing ideastream employees currently located in separate broadcast facilities; Playhouse Square Arts Education programs; and the

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employees of other tenants. The facility will be a model of creative connectivity where digital media technology (radio, television and the internet) is used to create and distribute content, including news, information, educational services and performances.

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 citizen 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.

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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