



PLAYHOUSE
SQUARE
CENTER
playhousesquare.com

FOR IMMEDIATE RELEASE

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

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

**Grant Brings Nation's Second Largest Performing Arts Center and ideastreamsm
Closer to Shared Home and Breakthrough Educational Partnership**

CLEVELAND, March 19, 2004 – KeyCorp (NYSE: KEY) today presented a \$1 million multiyear 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.

Key's grant is the first major funding received by Playhouse Square and ideastream 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 where legendary DJ Alan Freed reportedly first uttered the words "rock and roll" will become a bustling center of activity housing 150 full and part time ideastream employees currently located in separate broadcast facilities.

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. Visitors to the Idea Center at Playhouse Square will experience the "messy vitality" defining the excitement of backstage performing arts and studio atmospheres.

Funding by Key also supports Playhouse Square and ideastream's first joint educational programming and expansion of arts education programs and efforts to enhance 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.

More specifically, Key is underwriting a three-year, \$250,000 pilot program initiated by Playhouse Square and ideastream that will engage middle school, high school and college students as well as civic and community leaders in activities addressing financial literacy and workforce development. Educational components will include career explorations into various aspects of running theaters and/or broadcast productions; dialogues on such topics as "how to sustain yourself when waiting for your big break"; and talkback sessions with nonprofit leaders about the challenges and rewards of managing a successful arts or media nonprofit organization. These programs will then be packaged so others may benefit through their use.

-more-

Margot J. Copeland, executive vice president and chair of the Key Foundation, envisions the Idea Center at Playhouse Square as a national model for educational outreach and more.

“A thriving arts and cultural sector often distinguishes truly great communities,” says Copeland. “There’s just no substitute for the kind of economic, educational and social vitality organizations like Playhouse Square and ideastream nurture.

“Here in Cleveland, we’re fortunate to have Playhouse Square and ideastream as role models in partnership and innovation. The Idea Center at Playhouse Square will offer boundless opportunities to touch lives and deliver unique human experiences that bring people and communities together.”

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.

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.

KeyCorp

Cleveland-based KeyCorp is one of the nation’s largest bank-based financial services companies, with assets of approximately \$84 billion. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally. The company’s businesses deliver their products and services through KeyCenters and offices; a network of nearly 2,200 ATMs; telephone banking centers (1.800.KEY2YOU); and a Web site, Key.com,[®] that provides account access and financial products 24 hours a day. Contact Key Foundation Senior Program Officer Quentin McCorvey at 216.689.5505, or quentin_mccorvey@keybank.com, for more information about corporate grants.

###