FROM: CHILLIWACK ARTS & CULTURAL CENTRE SOCIETY

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July 19, 2010

FOR IMMEDIATE RELEASE

**AN OPPORTUNITY TO SUPPORT THE CENTRE AND**

**RECEIVE PROMINENT RECOGNITION**

 CHILLIWACK, BC—The Board of Directors for the Chilliwack Cultural Centre, along with former Mayer Clint Hames, have now launched initial fundraising projects to raise capital for The Centre’s equipment and operating needs. There are 14 opportunities to become a naming sponsor for a room within The Centre, 88 keys to sponsor for the Ron Goldfinch Piano, and 540 seats in the main Theatre, each with a chair arm where the donor’s name will be laser etched on maple wood, and the most anticipated event of all takes place Saturday, September 25th, marking The Centre’s official opening with a spectacular gala that will become a signature annual fundraiser.

The fundraising opportunities for the Chilliwack Cultural Centre are already proving to be sought-after with naming for three of the fourteen rooms secured. Sponsors have claimed their spots as the Chilliwack Foundation Boardroom, Wagner Appliance Choral Studio, and the Rotary Hall Studio Theatre. Organizations and individuals that commit to naming a room are sure to gain an enormous amount of public exposure every time an event is held, classes are conducted,

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**FOLLOW IN RON’S FOOTSTEPS**

 or gatherings take place at this world-class facility. This exposure will be amplified when publicity organized for events use the sponsor’s identity during their marketing campaign. Community support combined with public recognition will truly create value beyond calculation. Commitments start from $250 annually and range from 2-10 year terms.

To learn about true community support, you need only to remember Ron Goldfinch and the inspiring contribution he made to Chilliwack. Ron was a man who would gladly say yes to serve, particularly when the work benefited Chilliwack, his home town for 55 years, where he resided with his wife Marie and their children. As the Vice President of Finance for the Legacy Pacific Group of Companies, Ron made an effort to make community work a priority, serving as President of the Chilliwack Rotary Club, as well as Assistant Governor of Rotary District 5050, which includes parts of B.C and Washington State. As a Director on the Board for the Chilliwack Arts & Cultural Centre Society, Ron was known for his strong support for arts and culture, believing in its potential and positive impact. While he was still with us, Ron was working towards a fundraiser for a concert grand piano by having community members sponsor the purchase. *The 88 Key Club* is in place to realize Ron’s vision to enable powerful performances sure to captivate audiences in The Centre’s theatres.

“Ron’s mother taught piano for years, bringing music into his life at a young age,” Marie Goldfinch remembers, “his appreciation for music combined with his understanding that a

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**A SOLD OUT THEATRE**

concert grand piano is a must, spurred on his initial work for *The 88 Key Club* fundraiser.”

To acknowledge donations with *The 88 Key Club*, the donor’s name will be featured in permanent recognition in The Centre's lobby--the entrance to opportunities such as voice coaching, weaving classes, and world-renowned performances. Each key sponsorship is $1,000.

Remarkable sight lines characterize each and every seat in the City of Chilliwack’s new Cultural Centre’s magnificent 596 seat main Theatre. *Take Your Seat!* offers the community of Chilliwack a rare opportunity to be connected with the cultural excellence to take place on stage. With a $500 gift to the Chilliwack Arts & Culture Centre Society, a donor’s sponsored seat will feature their name or the name of a friend or loved one to honor or memorialize in a beautiful laser etched script.

“I am thrilled to sponsor a seat,” exclaims Patti Lawn, Chair of Fundraisers, “I cannot wait to call the Box Office for a show and request the seat I have sponsored—there’s a connection created, I feel like I own a piece of the Cultural Centre.”

Dorothy Kostrzewa, former City Councilor, has also voiced her support for *Take Your Seat!*, knowing all too well the importance of community backing. “We worked very hard to get The Centre here--the physical sports received their fields, and now it is time for arts, theatre and

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**AN OPENING FIT FOR HOLLYWOOD**

music”, Dorothy comments, “The people of Chilliwack are most deserving of this kind of centre and because of that, they must step up and support it.”

Patti Lawn is also leading a highly-skilled team to produce the opening gala September 25th. Be prepared to experience the glitz and glamour of a Hollywood premier with touches of Broadway sprinkled in for a show-stopping event. You are invited to walk down a red carpet and enter a glittering champagne reception, highlighted by Mayor Sharon Gaetz cutting the opening ribbon followed by a brilliant show. Tickets to this once-in-a-lifetime event will be available soon through the brand new state-of-the-art Centre Box Office.

To participate in *Naming Opportunities*, *The 88 Key Club*, or *Take Your Seat!*, please contact KellyAnne TeBrinke, Marketing Manager at the Chilliwack Cultural Centre, 604.392.8000

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Owned by the City of Chilliwack, the new Cultural Centre houses two unique performance venues, an art gallery, music instruction studios, arts and crafts studios, meeting rooms, and offices, and the new home to the Chilliwack Academy of Music and the Chilliwack Arts Council. Other partners in the project include The City of Chilliwack, The Chilliwack Visual Artists Association, and The Chilliwack Players Guild.

*Chilliwack Cultural Centre highlights:*

* 596 seat performance theatre
* 168 seat recital hall / rehearsal space / dance studio / meeting space

Chilliwack Art gallery (22-foot high display area)

* 21 music instructional rooms
* Arts and crafts studios
* Storage and Archival Resource Room

For additional information and to arrange interviews, contact:

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**Chilliwack Arts & Cultural Centre Society Board of Directors**

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**Chilliwack Arts & Cultural Centre Society Partners**

Chilliwack Academy of Music

Chilliwack Arts Council

Chilliwack Players Guild

Chilliwack Visual Artists Association

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