

**DENIS THEATRE FOUNDATION RECEIVES GRANT
FROM THE PITTSBURGH FOUNDATION**

***\$100,000 GRANT BOOSTS INITIATIVE TO PURCHASE, RENOVATE
MT. LEBANON ICON***

MT. LEBANON, PA., JUNE 3, 2010 - The Denis Theatre Foundation announced today that it is the recipient of a \$100,000 grant from The Pittsburgh Foundation. The grant, one of the largest received thus far by The Denis Theatre Foundation, will be applied toward the purchase and renovation of the Denis Theatre in uptown Mt. Lebanon.

“This grant from The Pittsburgh Foundation provides tremendous impetus for our fundraising campaign,” said Anne Kemerer, the executive director of The Denis Theatre Foundation, “and brings us within striking distance of the \$750,000 needed to purchase the building. We so appreciate The Pittsburgh Foundation’s affirmation of the importance of this project.”

The Denis Theatre Foundation has until June 30, 2010 to exercise a purchase option on the theater, which has been shuttered since 2004. The Denis Theatre Foundation, a non-profit organization, was established in 2008 by a group of local residents committed to purchase, renovate and reopen the theater.

“Theaters like the Denis have been shown to be key factors in assuring the vibrancy of communities,” said Kemerer. “We want to bring back the Denis as a community asset, one that will benefit diverse audiences in the South Hills and the region,” she added. “Success depends on the generosity of many individuals, foundations, corporations as well as government sources and, although more than \$400,000 has been raised, we are still more than \$300,000 short of the funds needed to purchase the building,” concluded Kemerer.

The board of directors launched a fundraising campaign in 2009, which has been successful in attracting support from more than 300 donors. According to Kemerer, board members and

campaign volunteers are approaching prospective contributors for support in the form of pledges payable over three-to-five years, and outreach to charitable foundations and area businesses and corporations continues. Since summer 2009 volunteers have been hosting a series of events to make individuals aware of the project, its status, and its importance to the region.

With a goal of just over \$2.5 million, the capital campaign will accomplish the purchase and initial renovation of the theater, including opening one of three planned screens. Long-term plans include adding two more screens and other amenities.

“This grant from The Pittsburgh Foundation sends a clear message,” commented Kemerer. “Support from charitable foundations is an important indicator about the viability of a project, so there should be no doubt about the prospects for the Denis. We hope that prospective contributors who have been considering a campaign gift will step forward with their pledges of support,” she added.

As a vibrant addition to the community, the Denis will highlight independent movies, documentaries and foreign language films. The theater will welcome film festivals, retrospectives and other creative and innovative programming for a wider audience.

The Denis Theater Foundation board of directors, which studied other successful community film theater models throughout the country, also has plans to make the Denis into a community cultural center and a social, cultural and business gathering place in the South Hills. Eventually with its multiple meeting rooms, a small stage, a

comfortable cafe area, and three planned auditoriums, the Denis will be able to accommodate local bands or small performance groups, provide meeting space for community groups, provide a programming venue for social services agencies and host business meetings or training sessions, with a lobby area configured to include gallery space for local artists.

The Foundation will collaborate closely with regional school districts, providing a venue for local film students to showcase their productions, and arranging for hands-on sessions with area filmmakers and filmmaking educators. Pittsburgh Filmmakers has plans to utilize the theater as a South Hills campus for its film educational programs.

Individuals interested in learning more about The Denis Theatre Foundation, or seeking to contribute to the fundraising campaign, should contact executive director Anne Kemerer at 412-480-0187. A.L. Brouman Associates, Inc., is serving as fundraising counsel.

About The Pittsburgh Foundation

In 2008, The Pittsburgh Foundation and its Supporting Organizations awarded more than \$57 million in grants to a vast array of nonprofit organizations, students through scholarships, and medical researchers, based on donor interests and specific purposes of individual funds.

Since 1945, The Pittsburgh Foundation has been connecting its generous donors with the critical needs of our community. Donors who have established funds through the Foundation can support virtually any area of charitable interest in Pittsburgh, or anywhere in the United States. Because the Foundation is a public charity, donors benefit from significant tax advantages.

Endowment funds held by the Foundation range from \$10,000 to \$40 million, created by individuals and organizations with a passion for Pittsburgh and a deep commitment to their community. More than 1,000 individuals, families and organizations have established funds at The Pittsburgh Foundation, which exists in perpetuity – growing each year – to provide an ever-increasing resource to benefit the community.