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FOR IMMEDIATE RELEASE

THEATRE TUSCALOOSA ANNOUNCES THE PAUL AND SUSAN LOONEY LEGACY ENDOWMENT

TUSCALOOSA, AL – Theatre Tuscaloosa is launching a capital campaign to fund an endowment to support the organization’s artistic mission. The endowment is named the Paul and Susan Looney Legacy Endowment in recognition of the Looneys’ more than 35-year career with Theatre Tuscaloosa.

Theatre Tuscaloosa will hold a Gala celebrating the Looneys at 6:30 p.m. on April 8 at the Dinah Washington Cultural Arts Center (620 Greensboro Avenue). The Gala, a black tie event, will also launch the endowment campaign. Tickets to the Gala are \$75 each. Attendees may alternatively purchase a VIP Package that includes both a ticket to the 2 p.m. matinee performance of *Company* at the Bean-Brown Theatre on April 8 and a Gala admission for \$100 each.

“Paul and Susan Looney have dedicated their lives to creating a strong, high-quality, theatre for the people of West Alabama,” said Executive Producer Tina Turley. “Through their efforts, the Tuscaloosa Community Players evolved from a small, grassroots organization into a strong, flourishing non-profit theatre company that serves as one of the pillars of the Tuscaloosa arts scene. “

The goal of the campaign is to raise \$1,000,000 by 2021 to serve as the capital investment of the endowment. Annual interest income is anticipated to help Theatre Tuscaloosa grow and expand its offerings.

Endowment giving levels include Endurance - \$25,000; Strength - \$10,000; Growth - \$5,000; Preservation - \$2,500; and Inspiration - \$1,500. These levels represent the various aspects of the endowment mission. Donors who contribute at or above the Inspiration level will be recognized with an engraved acorn or leaf on a Giving Tree that will be displayed in the lobby of the Bean-Brown Theatre. The tree will be designed to resemble the oak tree in Theatre Tuscaloosa’s logo, which was initially designed by Paul Looney.

Donors may contribute to the Paul and Susan Looney Legacy Endowment immediately via cash, check, or credit card; or make planned gifts such as stock options, insurance policies, and estate bequests. Further, multi-year pledges may be made by those who prefer to contribute to the endowment over time.

More information about Gala tickets and endowment pledges and contributions is available at www.theatretusc.com or 205.391.2277.

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Theatre Tuscaloosa is a 501c3 not-for-profit community theatre located on the Martin Campus of Shelton State Community College. Theatre Tuscaloosa has been enriching the greater Tuscaloosa community since 1971 through quality theatrical productions and educational outreach.