



FOR IMMEDIATE RELEASE  
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Contact: Jenny Costantino  
404-664-6607  
[Jenny@KickStrategy.com](mailto:Jenny@KickStrategy.com)

## Atlanta Community Responds Strongly to Georgia Shakespeare Appeal, Contributing \$306,727 toward \$500,000 goal in 14 days

Company will continue operations  
And green lights "The Glass Menagerie"

*Ignite your passion.*

4484 Peachtree Rd. NE  
Atlanta, GA 30319  
404.504.3400  
Box Office: 404.504.1473  
Fax: 404.504.3414  
[www.gashakespeare.org](http://www.gashakespeare.org)

ATLANTA, GA -- September 23, 2011 – Georgia Shakespeare announced today that 986 supporters have collectively contributed \$306,727 since the Company made a public appeal for support 14 days ago.

Because of that strong response, Georgia Shakespeare achieved its Phase 1 goal of securing \$150,000 by today, which will enable the theatre to meet its urgent financial obligations, continue operations, and move forward with its scheduled production of "The Glass Menagerie" beginning on October 6.

Richard Garner  
Producing Artistic Director

"The moment we announced our plea, the phone started ringing, email started exploding, the mailbox filled right up," says Producing Artistic Director, Richard Garner. "It's been amazing to experience such a groundswell of support, and we are encouraged that we can successfully meet our overall campaign goal."

The remarkable response also gives Georgia Shakespeare a strong start in Phase 2 of the campaign, as the company has already secured \$156,727 toward its goal of raising an additional \$350,000 by the end of 2011. Those funds will be used to further lower debt, fulfill educational commitments contracted through the end of the year, and stabilize the company as it moves to create a new business model in 2012.

"Our supporters are making an inspiring statement about the importance of the survival of Georgia Shakespeare," says incoming Board of Trustees co-chair, Paul Pendergrass. "Our obligation is to successfully complete the campaign, and then be great stewards of that support by moving to a business model that will prevent us from getting into this kind of distress again."

Donors and their gifts came in all shapes and sizes, from a child who delivered a Ziploc baggie of allowance and tooth fairy savings, all the way up to a \$50,000 gift from a leading foundation, and every size, and from every walk of life in between.

Upon reaching the Phase One goal, "The Glass Menagerie" is a "go" and tickets are on sale online at [www.gashakespeare.org](http://www.gashakespeare.org), or by calling the box office at 404-504-1473.

More information about the campaign and the plans going forward are available online at [www.gashakespeare.org/save\\_georgia\\_shakespeare](http://www.gashakespeare.org/save_georgia_shakespeare).

### INTERVIEWS

Interviews with Board of Trustees incoming Co-Chairs or Georgia Shakespeare senior staff available upon request. Contact Jenny Costantino: [Jenny@kickstrategy.com](mailto:Jenny@kickstrategy.com) or 404-664-6607.

### ABOUT GEORGIA SHAKESPEARE

Founded in 1985, Georgia Shakespeare creates thoughtful, bold and passionate interpretations of a diverse body of work rooted in Shakespeare and branching out to embrace the best writers and ideas of all eras. On the stage and through educational programming, we strive to entertain, to ignite the imagination and to creatively explore the journey of the human spirit. Our vision is to make Georgia Shakespeare a national model for establishing a welcoming creative home where artists and audiences unite in a shared discovery of the power of adventurous classic theatre. Georgia Shakespeare is a proud member of Theatre Communications Group, Shakespeare Theatre Association of America, Southeastern Theatre Conference, League of Resident Theatres (LORT), and Atlanta Coalition of Performing Arts. Georgia Shakespeare is the Professional Theater in Residence at Oglethorpe University, and is located at 4484 Peachtree Rd NE, Atlanta GA 30319.