

310 Depot Street, Suite 3  
Ann Arbor, MI 48104

Tel 734.994.5999 ext 203  
Fax 734.994.5885

[www.annarborsummerfestival.org](http://www.annarborsummerfestival.org)

FOR IMMEDIATE RELEASE  
Media Contact:  
Robb Woulfe, Executive Director  
(734) 994-5999 ext 203, [rwoulfe@umich.edu](mailto:rwoulfe@umich.edu)

## **Summer Festival Announces \$25,000 Challenge Board and Staff Join Together to Leverage Community Support**

ANN ARBOR (November 9, 2009) – The Ann Arbor Summer Festival is pleased to announce that both current and former trustees, along with staff, have joined together to issue a challenge to the community: they will match, dollar-for-dollar, any new or increased gifts to the festival, up to \$25,000, made before year-end.

This fundraising effort, which is being launched to help sustain the festival for the short-term and achieve higher levels of giving for years to come, is designed to help new donors stretch their contributions, and to encourage current donors to make increased contributions.

“We initiated this challenge with the hope of inspiring greater community giving,” said board chair Patricia Garcia. “The board and staff decided to lead by example in bringing much-needed resources to the festival at this critical time. We are now asking everyone to show their support for this great community cultural event. By meeting this goal, we will increase our operating reserve and meet cash flow challenges as we prepare for the 2010 festival.”

Now through December 31, 2009, the board will match on a one-to-one basis, up to \$25,000, the following types of cash donations from individuals: 1) the total amount of a gift from new individual donors; and 2) the increased amount of a gift from current individual donors. Those gifts will be effectively doubled, creating a more stable funding base to support festival operations and program costs. The goal is to reach or exceed \$50,000 in contributions, including the match, by end of the 2009 calendar year.

As announced earlier this year, 2009 proved to be an extremely difficult year for the Ann Arbor Summer Festival, which recently ended its fiscal year with a deficit of over \$100,000 due to lower than expected revenues from last season. “I deeply appreciate the board’s generosity as we look to move the organization forward,” said festival director Robb Woulfe. “We are confident that the festival will show its resilience from this past season, and will emerge stronger than ever before, thanks to creativity, ingenuity, and community support.”

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To make an online gift, learn more about this campaign, read the organization's case for support, or find out about additional ways to get involved with the Ann Arbor Summer Festival, please visit the website at: [annarborsummerfestival.org](http://annarborsummerfestival.org). Donations can also be mailed directly to: Ann Arbor Summer Festival, 310 Depot Street, Suite 3, Ann Arbor, MI 48104.

The Ann Arbor Summer Festival's mission is to present a world-class celebration of arts and entertainment that enriches the cultural, economic, and social vitality of the region. Started in 1983, the festival attracts more than 60,000 people each year from the local community and throughout Southeast Michigan. Preparing to celebrate its 27th season, next year's festival runs from June 18 through July 11, 2010. The new season will be announced in March.

For more information, please visit [annarborsummerfestival.org](http://annarborsummerfestival.org).

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