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Arts Center Receives \$100,000 Challenge Gift

Santa Rosa, CA (August 26, 2011) -- Wells Fargo Center for the Arts, Sonoma County's community owned and operated performing arts center, announced today that it has received a \$100,000 challenge gift from a generous donor who wishes to remain anonymous. The gift was given in celebration of the Center's 30th anniversary and in support of its work to provide world-class performances and nationally-recognized education programs for the people of Sonoma County and beyond. Entitled the "Celebrate 30" Challenge, the donation allows each new and increased gift to be matched dollar-for-dollar up to \$100,000.

"We are grateful for this very generous donation in support of our non-profit mission in the community, said the Center's Executive Director, Rick Nowlin. "This is a chance to generate the level of support that we need to continue our mission-specific work, particularly the education programs that serve 30,000 students from five counties. We're excited to issue the challenge to our community and feel confident that people will respond to the opportunity and do what they can to help."

Founded in 1981 by 12 local families and later gifted to the community, Wells Fargo Center for the Arts is overseen by the Luther Burbank Memorial Foundation and its volunteer board of directors. Today, the Center ranks among the top 100 theaters worldwide, based on gross ticket sales. This distinction can be credited to the quality, quantity and variety of the Center's programming, as well as the community's outstanding support of the organization. Contributions

from individual and corporate donors, as well as support from local, state and national foundations, make performances and programs possible.

The Center presents more than 100 performances annually, including music, dance, theater, comedy, family programs and renowned speaker events. Thirty thousand students and teachers participate in the Center's education programs, which include 25-plus school shows a year, classroom instruction by artists, free musical instruments for children, and professional development courses for teachers. Each year, the Center provides 12,000 free and reduced price tickets to children and adults and offers subsidies to schools for student transportation to the theater. These programs help students to excel and ensure that all children, regardless of financial status, have access to the arts.

The Center is also the home of three resident companies, including American Philharmonic, Roustabout Theater and the Santa Rosa Symphony, and hosts more than 1,000 community events annually to create a vibrant home for art and culture in Sonoma County.

There are many ways to support the Center's mission in the community and help meet the "Celebrate 30" Challenge. To learn more, please contact Director of Development, Robin Seltzer at 707.527.7006, ext. 133.

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