



VOLUME 3, WINTER 2005

~ CAMPAIGN UPDATE ~ CENTER STAGE IN THE *pearl* ~

THE BOB AND DIANA GERDING THEATER

Portland Center Stage and Armory Theater Fund Name Armory Theater after Long-time Arts Supporters

PORTLAND, OR – Portland Center Stage and the Armory Theater Fund will name the Armory Theater after long-time local arts and community supporters Bob and Diana Gerding. The Gerdings have been instrumental in the success of many organizations and in particular the vision and development of the Armory Theater.

“The Gerdings have given super-human support for the Armory project and have had ongoing interest in Portland Center Stage for years as supporters and yearly subscribers,” says PCS Armory Campaign Chair Julie Vigeland. “Bob Gerding is one of the main dreamers behind the Armory project, a visionary who has provided much more than a vision. He gives technical support and unwavering belief that the Armory project will not only be a gift to the community but will also serve as a cultural home for arts in Portland.”

“Bob and Diana’s passion for and commitment to the theatre is deep and comes straight from the heart. They honestly believe in the power of the theatre as an art form and want as many people to share that power as they can help make possible. His company won the bid to manage the project and is donating 100 percent of their fees. He has

volunteered countless hours reaching out to others and raising support for the project and he and Diana have made a very generous leadership gift. Truly without their belief and support the Armory Theater would not be possible,” commented Chris Coleman, Portland Center Stage Artistic Director.

ARMORY RECEIVES FEDERAL FUNDING

Senator Gordon Smith and Congressman David Wu’s offices have informed Campaign Chair Julie Vigeland that the Armory Theater Fund has received \$500,000 under the Water and Energy Conservation bill, helping fund our LEED “green” construction process. ATF also has been awarded \$150,000 for renovations by the HUD Economic Development Initiative.

MEYER CHALLENGE

More than 55% of the project’s \$32.9 million budget has already been raised. You can play a vital role in this exciting story by making a gift to the Armory Theater Fund. The Meyer Memorial Trust has awarded a grant of \$1.5 million for the campaign. It includes a matching challenge that will match one dollar for every three dollars raised from individual and business donors.

FOR MORE INFORMATION CONTACT: **Lisa Sanman, 503/796-6501** OR lisas@pcs.org