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PRESS RELEASE

EXCITEMENT IS BUILDING!

The August Wilson Center for African American Culture Updates Donors on Construction and Plans to Complete Capital Campaign

PITTSBURGH, PA—OCTOBER 29, 2007—On Monday, October 29, at the Regional Enterprise Tower in downtown Pittsburgh, the August Wilson Center for African American Culture updated donors on construction of its permanent facility and strategies to complete the \$35.9 million Capital Campaign.

To date, the August Wilson Center has raised more than \$27.6 million in donations and pledged contributions from government, foundations, corporations and individuals, with an additional \$3 million pending from the State of Pennsylvania. The Center is now focusing on the "Excitement is Building" community campaign to raise the final \$5.3 million needed to complete the project.

"This is a monumental occasion in the continuous evolution of the August Wilson Center," said Neil Barclay, President and CEO. "This project has been in the making for a dozen years, and it is only through the unfailing generosity and support of the community that we can be truly successful in this great endeavor."

The money brought in by the campaign will fund the building of a new facility—a state-of-the-art, multidisciplinary venue located at Liberty Avenue, Tenth Street and William Penn Place in downtown Pittsburgh's Cultural District.

Barclay said he encourages the entire local community, including individuals, organizations, corporations and foundations, to help secure the Center's Capital Campaign goal by financially supporting these Challenge Grants:

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- ✚ **Kresge Foundation Challenge Grant**—This grant will give the August Wilson Center \$1.2 million if the Capital Campaign goal of \$35.9 million is reached by May 1, 2008.
- ✚ **One in a Million Challenge Grant**—August Wilson Center Board and Capital Campaign Steering Committee members Nancy and Milton Washington established this grant to encourage local African American support for the Center. The grant will match \$1 for every \$2 raised from the local African American community. The challenge goal is to raise one million dollars.

Karen Farmer White, August Wilson Center Board member and Capital Campaign co-chair, said she is confident that the community will continue to be a driving force in helping the Center reach its goal.

“It’s inspiring to see such enthusiasm from the Pittsburgh community. This is an incredible opportunity for all of us to do something to ensure that our collective history will be preserved, presented and interpreted for generations to come,” Farmer White said.

Lonnie Bunch, Director of the Smithsonian Institution’s National Museum of African American History and Culture, sent comments from Washington, D.C.:

“There is an array of projects around the country that I support, but there are only a few that I admire and hope to emulate. The August Wilson Center is among that small group,” Bunch said.

“What you are doing is finding a way to make the culture and history of Black America relevant and meaningful to contemporary audiences, something that is rarely done in the museum world. I am convinced that your project will make Pittsburgh and the country better,” Bunch added.

Allison Williams, Lead Designer for the architectural firm of Perkins+Will, said that designing the home for the August Wilson Center has been a personal and professional journey for her, rather than just a project.

“Out of my admiration for August Wilson, my connection to this project has become more deep. Our culture needs to be communicated. It’s not about the building, but what’s going on inside of it,” said Williams.

The August Wilson Center will be a welcoming place where all people can celebrate and experience the many contributions African Americans from Western Pennsylvania and people of African descent throughout the world have made to American culture. The Center will include a 479-seat theater, exhibition galleries, an education center, café, gift shop and multipurpose spaces for community events.

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Unique naming opportunities exist for donors to recognize loved ones or be recognized for their own accomplishments. Among the numerous building and programming opportunities are the theater, main lobby, grand staircase and various inaugural exhibitions.

For more information on giving to the August Wilson Center Capital Campaign, call Tiffany Jimenez, Director of Major Gifts, at 412.258.2668, e-mail tjimenez@AugustWilsonCenter.org or visit the Center's Web site at www.AugustWilsonCenter.org.

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