

sandra feinstein-



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THE GAMM ANTICIPATES SECOND SUCCESSFUL SEASON IN NEW PAWTUCKET HOME

PAWTUCKET, RI (July 1, 2004) —Tony Estrella, artistic director for The Sandra Feinstein-Gamm Theatre (The Gamm), is pleased to announce that the organization closed its fiscal year and first season in Pawtucket with a 600% increase in subscriptions, an approximately 30% boost in single ticket sales, and a doubling of contributed revenue compared to FY02. The news comes just a year and a half after the non-profit repertory theater took a 10-month hiatus to reorganize after several seasons of financial struggle, moving to a renovated annex of the historic Pawtucket Armory.

Estrella attributed The Gamm's turn-around for the year ending June 30 to an aggressive re-branding and marketing campaign, as well as a substantial increase in individual donations, and corporate and foundation grants. The latter included a \$40,000 grant from The Rhode Island Foundation and a season sponsorship from NBC 10, which the network has renewed for The Gamm's 2004-2005 season.

Play sponsors for the 2003-2004 season included Citizens Bank, Embolden Design, Rhode Island Council for the Humanities, Rhode Island State Council on the Arts, Ocean State Charities, Alice I. Sullivan Foundation, Clear Channel, WBRU, The Times (of Pawtucket) and The Providence Journal. The Gamm also raised more than \$13,000 on May 26 when it hosted a fundraiser celebrating its upcoming 20th anniversary season.

Estrella said he is grateful to everyone who saw The Gamm through an exciting but challenging transition.

"It's been a wonderful first year which could not have been accomplished without the loyal audience who followed us from Providence and the new patrons who've chosen to support this emerging theater and the entire arts initiative in Pawtucket," he said. "It is a testament to the hard work of our terrific actors, designers and volunteers."

The Gamm opens its new season in September with an approximately \$400,000 budget and a goal of increasing subscriptions by 50 percent. It is also working toward obtaining full Actors Equity Association status, allowing it to use more union actors and production staff, thereby enhancing its artistic and financial strength.

Albin Moser, president of the board, attributed the theater's recent success to new leadership, as well.

"Not too long ago, this theater was on the verge of collapse. But our tenacious board refused to throw in the towel. Instead, it found the means, including fresh management, to build on The Gamm's well-deserved reputation," Moser said. "I can't thank Artistic Director Tony Estrella and Managing Director Yvonne Seggerman enough for their commitment to creating challenging, provocative and ultimately sustainable art."

About The Gamm

Founded in 1984 as Alias Stage, the non-profit Sandra Feinstein-Gamm Theatre performs great works of the classic and modern theater in an intimate setting that fosters the vital relationship between author, actor and audience. As the cornerstone of The Arts Exchange at the Pawtucket Armory, The Gamm seeks to engage and enrich the community through affordable entertainment and educational programming.

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