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**FOR IMMEDIATE RELEASE:** July 31, 2006

**CAL PERFORMANCES' CENTENNIAL CAMPAIGN RECEIVES**  
**KRESGE FOUNDATION CHALLENGE GRANT**

**BERKELEY, July 31, 2006** — Cal Performances has been awarded an \$800,000 challenge grant from The Kresge Foundation in support of its **\$15 million Centennial Campaign**. Forty-nine organizations nationwide were awarded grants totaling more than \$29 million under the Foundation's Capital Challenge Grants program. This is the single largest challenge grant The Kresge Foundation has ever made to a department on the UC Berkeley campus. The grant requires that Cal Performances raises at least \$14.2 million in private funds before it can receive The Kresge Foundation funds. To date, Cal Performances has raised \$12.7 million in contributions and pledges from individuals and foundations.

Cal Performances' campaign, publicly announced at the Centennial Celebration Gala on May 12, 2006, will support investing in new artistic initiatives, increasing the endowment, and improving production capacity and audience amenities in Zellerbach Hall through capital investments. Zellerbach Hall improvements include upgrades to lighting and acoustic systems, renovations of the mezzanine café and restrooms, and a complete replacement of seating in the performance hall, which was completed during the summer of 2005.

"Cal Performances is deeply grateful for this recognition by The Kresge Foundation and hopes that this grant will, in turn, inspire other supporters," commented **Robert Cole**, Director of Cal Performances. "The Centennial Campaign will enable Cal Performances to approach its next century of service to the University community and Bay Area audiences with greater strength and stability, while presenting an even richer array of world-class artists."

**THE KRESGE FOUNDATION**

The Kresge Foundation is a national foundation with \$3 billion in assets. Through its grant making programs, The Kresge Foundation seeks to strengthen nonprofit organizations by catalyzing their growth, connecting them to their stakeholders, and challenging greater support

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through grants. Its core grant making activity, the Capital Challenge Grants program, focuses on opportunities to strengthen leadership and giving through challenge grants for capital projects. Construction and renovation of facilities, acquisition of property and purchase of equipments are among the activities that this program supports.

“In this cycle of grant making, our Trustees were pleased to support a range of organizations reflecting almost the entire breadth of the nonprofit sector,” said John E. Marshall, III, President and CEO of The Kresge Foundation. “This diverse group is responding to the new challenge presented by their communities of sustaining activities that have demonstrated their effectiveness.”

Founded in 1924 by Sabastian Spering Kresge, the range of organizations supported by The Kresge Foundation remains broad, just as Kresge intended to be. In a letter written by Kresge on May of 1924, Kresge outlined his financial arrangement set aside for “organizations whose object is to promote the well being of mankind.” A core grant program has evolved over time which focuses on strengthening leadership and giving through challenge grants for capital projects. The challenge mechanism was introduced nearly from the start of the Foundation with a \$5,000 grant approved to a school for the deaf in 1929, contingent upon raising additional funds. The challenge concept became a more formal part of the Foundation’s practice by the early 1960s.

Kresge made additional gifts over his lifetime to the Foundation and had contributed a total of over \$60 million at the time of his death at the age of 99. He gave away most of his fortune and left a personal estate that was less than one-tenth of the gifts he made to The Kresge Foundation.

## **CAL PERFORMANCES**

Cal Performances is the largest presenter of performing arts in Northern California, one of the largest university-based arts presenters in the country, and, with Lincoln Center, Carnegie Hall, the Kennedy Center and the Brooklyn Academy of Music, is considered one of the leading

performing arts centers in the nation. Utilizing five venues on or near the UC Berkeley campus including Zellerbach Auditorium and Playhouse, Hertz Hall, and the majestic Greek Theatre, and additional venues off-campus, Cal Performances presents over 140 performances each year, and hosts innumerable other University and public events, bringing over 300,000 patrons to the campus annually. Under the direction of Robert Cole, Cal Performances is a model for performing arts centers nationwide—presenting, commissioning and producing the work of performing artists, both world-renowned and emerging, on the University campus, as well as extending the arts into the community and classroom. As part of the University of California at Berkeley, Cal Performances is dedicated to the educational and public service goals of the University and enhancing the cultural environment of the campus and the greater Bay Area community.

Artists such as Mikhail Baryshnikov, Cecilia Bartoli, Mark Morris, Yo-Yo Ma, Merce Cunningham, Bill T. Jones, Peter Sellars, John Adams, and Lou Harrison have appeared regularly and premiered work on the UC Berkeley campus. Cal Performances has been instrumental in facilitating the touring of large ensembles from abroad, and hosted such esteemed companies as the Grand Kabuki Theater of Japan, the Kirov and Bolshoi orchestras and ballet companies, the Lyon Opera Ballet and Orchestra, the Berliner Ensemble, the Gate Theater of Dublin, Les Arts Florissants, Ballet Nacional de Cuba, National Ballet of China and Nederland Dans Theater, among others. The Berkeley campus is also home to the largest World Stage series in the country, with performers from every corner of the globe appearing at Zellerbach Hall annually; and, with the Department of Music and San Francisco Early Music Society, Cal Performances presents the biennial Berkeley Festival & Exhibition of early music, as well as the Edge Fest of new performance.

Cal Performances also manages Student Musical Activities (SMA). Comprised of The Cal Marching Band, The UC Jazz Ensembles, and the UC Choral Ensembles, SMA has served the University through the many contributions of its student members. SMA offers Cal students extra-curricular opportunities ranging from performance to musical instruction and training, as well as experience in student leadership and arts administration. Some 600 students participate in

SMA annually, while the public served by SMA—from football games to alumni and fundraising events—numbers in the thousands.

Cal Performances brings recognition to the University not only through the scope of artistic programming, but also by way of community service through arts education. The artists who appear at Cal Performances participate in extended residencies and in community education programs. Direct educational services provided include: *SchoolTime*, *Cal Performances in the Classroom* (created with the Berkeley Unified School District through participation in the Kennedy Center's *Partners in Education* program); and *AileyCamp*, the nationally acclaimed six-week summer dance program for at-risk youths, ages 11 to 14, which takes place at Zellerbach Hall on the UC Berkeley campus.