

FOR IMMEDIATE RELEASE

9/13/05

The Paramount Theatre Announces “AUSTIN CARES: FROM 1 MUSIC CAPITAL TO ANOTHER”

A Concert Benefiting Local Nonprofits That Are Helping Evacuees Make Austin Their New Home.

The Paramount and State Theatres announce “Austin Cares: From 1 Music Capitol To Another,” a concert benefiting local nonprofits helping the evacuees of Hurricane Katrina. The event will be held on September 28th at the Paramount Theatre and will feature headliners including Asleep at the Wheel, Jerry Jeff Walker, Jimmy LaFave, Reckless Kelly, Bruce Robison, Ruthie Foster, Sara Hickman and several more in work. *“Our benefit will have a slight twist – all money raised will be donated to local nonprofits that will see an increase in service requests from our new friends in town,”* said Ken Stein, Executive Director. *“These nonprofits will start to feel the effects soon and over the next several months, and we want to try and help them as much as possible.”*

Ticket prices range from \$20 to \$100 for “Relief Tickets.” Each Relief Ticket includes premium seating and underwrites one ticket that will be given to a hurricane evacuee. *“We plan to have multiple ticket price levels so that everyone can afford to support the effort, and we will also make 200 tickets available at no charge to anyone who has been evacuated to Austin,”* Stein said. *“We’ll be counting on the continued generosity of businesses and individuals to hit our fundraising goals, but we can sure promise them a priceless entertainment experience and opportunity to help the community in this time of need.”* Tickets will go on sale Friday, September 16 at noon by calling (866) 4GET-TIX or online www.AustinTheatre.org

“The Paramount & State Theatres’ goal is to help the community deal with the aftermath of Hurricane Katrina in the best way we know how – by providing a great entertainment experience that people of all types will enjoy, and to support our fellow nonprofits in the greater Austin area in the mission to help those who are making Austin their new community,” said Ken Stein. *“The outpouring of support from Austin has just been incredible with all of the donations, volunteers, and fundraising events,”* Stein said.

A formal grant process that will be administered by the Austin Community Foundation (ACF), in conjunction with Charity Partners of Austin, will distribute all proceeds from the event. *“Austin Community Foundation fully supports these efforts,”* said Richard Slaughter, ACF Executive Director. *“It will be very important to help the local nonprofits who are going to see an influx of requests for help.”* *“Charity Partners of Austin will lend our resources to help with the grant reviews,”* said Alan Luecke, Co-Founder. *“We’re all about raising funds for the community through music and the arts so this is something we really want to help out on.”*

Instructions for grant requests will be posted Wednesday, Sept. 14 on the Paramount home page at www.AustinTheatre.org.

Not only have Austin’s best-known celebrities donated their talent and time but several organizations have offered their services for free to maximize the show’s fundraising potential. In addition to underwriting and hosting the show, the Paramount Theatre has partnered with the Stagehands & Projectionists Union I.A.T.S.E. Local 205 and with Big House Sound to provide all sound equipment and crew free of charge. GetTix.net the theatre’s ticketing service that has agreed to waive all service fees.

About the Paramount Theatre

Formerly the Majestic Theatre, the Paramount opened its doors as a commercial vaudeville house in 1915 and began a legacy of bringing world-class entertainment to Central Texas. From

vaudeville, silent movies and “talkies” decades ago to more contemporary entertainment such as dance, live music and theatre, The Paramount has established itself as a nonprofit focused on providing legendary entertainment and outreach efforts to the Austin community. The Paramount Theatre is visually more appealing, acoustically superior and historically more significant than any other performing arts center in Austin and is vital to the economic and cultural development of the city.

Contact: Janette A. Gallegos
The Paramount Theatre
713 Congress Ave.
Austin, Texas 78701
Direct Phone: (512) 692-0540
Cell Phone: (512) 619-7773
Fax: (512) 472-5824

JGallegos@AustinTheatre.org

www.AustinTheatre.org

###