

CAPA – Connecticut Association for the Performing Arts  
A Connecticut Not-For-Profit Organization

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**CAPA (Connecticut Association for the Performing Arts)  
RECEIVES \$150,000 LEADERSHIP GRANT FROM FIRST NIAGARA TO SUPPORT  
THE SHUBERT THEATRE'S 100<sup>th</sup> ANNIVERSARY**

**Grant Will Fund the Shubert's Centennial Plan, Fundraising Match Program,  
and Sponsorship of Matilda The Musical and related Educational and Outreach Programs**

John Fisher, CAPA/Shubert Executive Director, and Elisabeth Verrastro, CAPA/Shubert Director of Development, are pleased to announce the receipt of a Leadership grant from First Niagara Foundation, the not-for-profit charitable foundation established by First Niagara Bank, to benefit the Shubert Theatre and its 100<sup>th</sup> Anniversary. The \$150,000 grant will provide funds to three major components of the Shubert Theatre's 100<sup>th</sup> Anniversary Season – a donation to the Shubert's Centennial Plan; a fundraising match program; and sponsorship of the Shubert Theatre's presentation of **Matilda The Musical** (May 16-23) along with all educational and outreach programs associated with this show, including a distribution of copies of the book, *Matilda* to Fair Haven School second-graders and to all New Haven elementary schools' libraries.

The Shubert's Centennial Plan is composed of two components; the first, a multi-year renovation of the theatre's public spaces and capital improvements, and the second, an endowment to create financial stability for this community treasure. The first phase of the renovation, which began in May, 2014, addressed replacement of aging mechanical systems including heating and cooling systems, structural repairs to public and back-of-house production spaces, and critical deferred maintenance projects on the century-old building. The renovation has also improved and expanded public spaces and facilities including the addition of restrooms on all levels allowing for increased availability and accessibility. In addition, the Shubert Centennial Plan creates an endowment that provides for the Shubert's future financial stability.

The First Niagara grant contributes to the renovation plan, plus incorporates a fundraising match program to assist the Shubert's efforts in launching a corporate giving campaign targeted to new sources of funding from the corporate and private sectors. The success of this new match program enables the Shubert to augment its funding potential for the Centennial Plan efforts. Currently the Shubert has raised 75% of its fundraising goal for this campaign.

"CAPA acknowledges the long-time support First Niagara has provided to the Shubert Theatre and we are delighted to receive this generous grant during the Shubert Theatre's 100<sup>th</sup> Anniversary. As a major cornerstone partner, First Niagara's grant has provided funding that allowed us to undertake the important and necessary renovation of the legendary Shubert Theatre. Our thanks go out to First Niagara for their continued support, which will ensure the Shubert's bright future for generations to come," said John Fisher, CAPA Vice President and Executive Director of the Shubert Theatre.

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“The Shubert Theatre is a vital economic driver for the City of New Haven and First Niagara is proud to support this beloved entertainment venue with our Leadership grant,” said Paul A. McCraven, Senior Vice President of First Niagara Bank and a board of director of First Niagara Foundation. “At the end of the day, our support of this campaign will have a positive and widespread impact on the city as it helps to draw in theatre-goers from across the state.”

First Niagara is also the presenting sponsor of the debut of the First National Tour of **Matilda The Musical** which will run at the Shubert May 16–23. Prior to the public performances, the Shubert Theatre will be utilized to build sets, coordinate the technical aspects of the production and rehearse the cast for each this new touring production. New Haven audiences will have the unique opportunity to experience **Matilda The Musical** at the legendary Shubert Theatre before the launch of the national tour.

Based on the beloved novel by best-selling author Roald Dahl (*Charlie and the Chocolate Factory*, *Fantastic Mr. Fox*), the Tony Award-winning **Matilda The Musical** follows the story of an extraordinary girl who dreams of a better life. Armed with a vivid imagination and a sharp mind, Matilda dares to take a stand and change her destiny.

### **Educational and Outreach Programs**

As part of the First Niagara grant, the Shubert will be sharing the *magic of reading* with New Haven school children and the public during **Matilda The Musical**'s in-school educational programs and public library workshops beginning in January and running through May:

- **Fair Haven School Second Graders receive their own copy of Matilda**  
The program kicked off on January 7 when Fair Haven second-grade students received their own copy of the book, **Matilda**. The students in 2 classes of the Fair Haven School will read the book together and discuss the themes of the book.
- **Matilda Books Distributed to all New Haven Public School Libraries**  
As part of the Shubert Theatre's Education and Community Outreach programs, each K-8 New Haven Public School library will receive a copy of Roald Dahl's book, **Matilda**. The program kicks off at Worthington Hooker School on January 29 with a special presentation by the students. The **Matilda** book will then be available in all K-8 Public Libraries for students to enjoy.
- **Art In Action – Matilda The Musical** (*additional support for this program was provided by the City of New Haven Mayor's Community Arts Grant Program*)  
**Free and Open to the Public - Main Branch of the New Haven Public Library** (133 Elm Street, New Haven)  
**Saturdays March 28 thru May 9**  
Now in its 3rd year the Shubert's educational **Art in Action** program introduces young people to a Broadway musical while exploring the show's themes through other art mediums. **Art in Action: Matilda the Musical** will include partnerships with the New Haven Public Library and Read To Grow to promote literacy through the book, **Matilda**, and the live stage production, "**Matilda The Musical.**"  
The Shubert will offer this fun, comprehensive education program to young readers in the main branch of the New Haven Public Library. The program will include topics based on themes from the **Matilda** book including how Matilda overcomes challenges at home and at school through reading, educational art projects, and more. Saturday sessions at the New Haven Public Library are formatted for young readers in 3<sup>rd</sup>-5<sup>th</sup> grade and will run on March 28; April 11, 18, 25; May 2 and 9. This program is offered free and open to the public.

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### **About The First Niagara Foundation**

The First Niagara Foundation is a not-for-profit charitable entity. Founded in 1998, the First Niagara Foundation is committed to supporting organizations in the communities in which we live and work, with specific focus on Youth and Education, Community Development and Neighborhood Revitalization. In 2013 First Niagara

contributed more than \$9.0 million in charitable grants to community partners across the bank's four-state footprint. First Niagara Bank NA is a multi-state community-oriented bank with approximately 410 branches, \$38 billion in assets, \$28 billion in deposits, and approximately 5,800 employees providing financial services to individuals, families and businesses across New York, Pennsylvania, Connecticut and Massachusetts. For additional information on First Niagara, visit us at [www.firstniagara.com](http://www.firstniagara.com), follow us on Twitter @FirstNiagara, or like us on Facebook at FirstNiagaraBank.