



1000 I Street
Modesto, CA 95354
(209) 338-5000
www.galloarts.org

CONTACT
Doug Hosner
(209) 338-5060
dhosner@galloarts.org

FOR IMMEDIATE RELEASE

GALLO CENTER RECEIVES \$1.5 MILLION IN CHALLENGE GRANTS FROM E. & J. GALLO WINERY, ROGERS FAMILY

MODESTO, CA—December 15, 2009— In what officials of the Gallo Center for the Arts are hailing as a milestone in the organization’s history, the E. & J. Gallo Winery has announced that it is making a \$1 million dollar challenge grant to the non-profit performing arts center, and the family of June and John Rogers have joined the effort with a personal contribution of \$500,000.

Ron Emerzian, chairman of the Center’s board of directors, said, “We are so pleased with the continuous support from these generous families. This is the community’s performing arts center and now is the time that we, as a community, respond to realize this great opportunity. The Center can be proud of what we have accomplished to date and with this historic announcement, the best days are ahead for this wonderful community performing arts center.”

The grants provide impetus to the Center for acquiring additional gifts matching the total of the contributions. New gifts from private, corporate and foundation donors are counted as a match, as are increased contributions from existing donors. Business sponsorships also are counted toward the matching funds.

“The Center has become such a valuable resource for the community and we want to do our part to support this world class performance facility,” said Joseph E. Gallo, chief executive officer of E. & J. Gallo Winery.

Lynn Dickerson, the Center’s chief executive officer, said the grants are welcome recognition by the E. & J. Gallo Winery and the Rogers family that the organization is taking the necessary steps to

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address its previously reported \$2 million budget deficit through better expense controls, increased operational efficiencies, and more profitable programming.

“We hope our contribution will help stimulate continued support from our community,” said John S. Rogers, president, Mary Stuart Rogers Foundation. “We see the Gallo Center for the Arts as a vital arm of the community and we all need to participate in our own way.”

“The grants benefit the Center in several ways,” said Dickerson, who assumed her post in October. “First, during these difficult economic times, they help offset the dramatic decline in interest earnings from the Center’s original \$15 million endowment fund. The anticipated income from that gift was intended to bridge financial shortfalls, so the generosity of the winery and the Rogers will enable us to continue to help cover the deficit and pay down the Center’s debt.

The grants also support our long-term fiscal health by sending a vitally important message to prospective donors that they can be confident in contributing to the Center and know that their gifts will be well managed.

Dickerson pointed to the timing of the grants as another benefit, “This is a time when many people are considering new or increased charitable gifts before the year-end. We earnestly hope that the Center will be on their radar.”

The Gallo Center for the Arts opened in September 2007 after a decade of planning and development, and since then has sold more than 350,000 tickets to events such as Broadway touring productions, concerts by stars of pop, country, and classical music, and a wide variety of family programs.

Through the Center’s arts education program, Pathways to Creativity, an estimated 50,000 area school children have attended \$5 matinee performances as part of an initiative that promotes creative learning through cultural diversity and intellectual excellence.

Doctors Medical Center, Doubletree Hotel Modesto, Foster Farms and KVIE Public Television are the Center’s premier partners in presenting the 2009/2010 Season.

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