



NEWS RELEASE

For Immediate Release

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SAN JOSE REPERTORY THEATRE CHOSEN AS “BEST PERFORMING ARTS ORGANIZATION” *Silicon Valley Concierge’s Association Bestows Honor On Rep*

SAN JOSE, Ca, April 25, 2007– San Jose Repertory Theatre was awarded the title of “**Best Performing Arts Organization**” by the Silicon Valley Concierge’s Association at their 5th Annual Hospitality Awards held Wednesday, April 24, at the San Jose Museum of Art.

“We’re thrilled to be recognized by this influential association,” states Rep Artistic Director Timothy Near. “Working together to promote the arts in Silicon Valley and all that downtown San Jose has to offer visitors and Valley residents is something that the Rep has always been committed to. We look forward to continuing our partnership in marketing the downtown as a cultural destination.”

The Hospitality Awards are held each year by the Silicon Valley Concierge’s Association to recognize excellence in the hospitality industry. The association members nominate three finalists per category based on the quality of the organization’s product and customer service. Finalists are voted on by the full membership, with one winner per category. The association is made up of 1,000 members from hotels, restaurants, corporations and any business that caters to the service sector in promoting, marketing and serving the Valley’s visitor market.

“We not only recognize winners like the Rep for their artistic excellence but also for their excellent guest relations they provide to the hospitality industry, so that we all work together to promote our region,” Mori Mandis, President of Silicon Valley Concierge Association.

For the past 26 years, the Rep has been a major force in the evolving economic and cultural vitality of downtown, raising the cultural bar with its ambitious body of work. The organization has helped San Jose/Silicon Valley craft its own identity and realize that it doesn’t have to live in the shadows of San Francisco.

As an economic engine for downtown San Jose, the Rep attracts more than 100,000 people to downtown every year, who then patronize restaurants, clubs and other businesses. According to national studies, people spend \$2 to \$3 on meals, transportation and other services for every \$1 they spend on a performing arts ticket. Within walking distance of many downtown hotels, and the Convention Center, the Rep is uniquely positioned to accommodate both large and small groups to the main stage productions and for pre and post-show receptions. The Rep also has an active rental program. A number of local groups use the theatre space including San Jose Children’s Musical Theater, San Jose Jazz Festival, Cinequest, Zero-One Festival and Lincoln High School. These partnerships are consistent with the original intent of the building and for generating revenue.

Subscriptions to the Rep’s 2007-2008 season are now available to new and renewing subscribers. Prices begin at **\$222.00** for a six play subscription. For subscription tickets, call **408.367.7255** or buy online at www.SJRep.com.

About the Rep

Under the direction of Artistic Director Timothy Near, San Jose Repertory Theatre stimulates, celebrates and enhances understanding of ourselves and others through the shared experience of live theater by producing new

plays and classics marked by innovative interpretations and a reflection and inclusion of our community and the world in which we live. During the nine seasons since moving into the facility in 1997, the Rep continues to strive to be a major contributor to the national body of theatre literature and to produce theater with an optimistic, humanist and enlightened aesthetic. For more information, visit us at www.SJRep.com

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