

San Jose Repertory Theatre

MEDIA RELEASE

For immediate release

Media Contact:

Jill McIntyre, Associate Director, Communications
408.367.7290 / jillm@sjrep.com

REP TEAMS UP WITH BENEVOLINK Savvy Supporters Shop and Donate to Aid San Jose Repertory Theatre's Fundraising Initiatives

San Jose, CA (February 10, 2005)—San Jose Repertory Theatre announces a new partnership with Benevolink, a unique concept that provides San Jose Repertory Theatre with a perpetual funding source to increase financial support. Now, the simple act of everyday shopping can do more than ever imagined. Through their membership with Benevolink, supporters of San Jose Repertory Theatre earn a percentage of their spending with participating merchants and direct those funds to the charity of their choosing. The program is free for consumers and non-profits, and essentially revolutionizes charitable corporate giving, community support and philanthropic endeavors at the local and national levels.

Throughout the past 25 years, San Jose Rep has produced some of the nation's finest theatre and has introduced to the Bay Area an extraordinary array of talent from writers and directors to designers and actors. In fact, the Rep has produced nine World Premieres, four American Premieres, 22 West Coast Premieres, 21 Bay Area Premieres, as well as receiving great critical acclaim for their innovative approaches to the classics. In addition, the Rep has touched the lives of literally thousands of children and teenagers, as well as the physically challenged and economically disadvantaged. To date, the Rep has reached more than one million students and families in their 25 year history.

"There are people out there that want to support your organization but that don't necessarily support charitable causes through traditional means of philanthropy," says Director of External Relations, Greg Patterson. "There are also those 'ambassadors' out there that think of the Rep frequently and will do whatever they can to support you. Those two groups are Benevolink's target audience. I see Benevolink as supporting our traditional fundraising efforts. It serves to diversify our revenue stream, which, in this day is vital."

Benevolink works with retail and online businesses, such as the grocery, department and drug stores patrons shop at every week. These retailers allow consumers to contribute a percentage of every dollar spent to the charities of their choice. Just by shopping, consumers can direct charitable dollars to their kids' schools, religious organizations, and, in this case, arts organizations. They buy the things they want; their favorite charity gets the things it needs.

"It's our belief that Benevolink will alter our society's concept of charitable giving," commented Tunstall Rushton, Benevolink's Founder and CEO. "We were pleased that San Jose Repertory Theatre will benefit from its partnership with Benevolink and its supporters' everyday shopping habits. Thus far, Benevolink has been well received by the non-profit and business sectors, as well as consumers nationwide, and we look forward to continued growth with all of our constituents and in your community."

To give more to San Jose Repertory Theatre, visit www.benevolink.com or call 1-888-652-LINK.

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. The Rep continues to strive to be a major contributor to the national body of theatre literature and to produce theatre with an optimistic, humanist and enlightened aesthetic. See more about the theatre at www.sjrep.com.