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## **National Endowment for the Arts awards Pasadena Playhouse with Funding from the Coronavirus Aid, Relief, and Economic Security (CARES) Act**

July 1, 2020 | Pasadena, CA – Pasadena Playhouse has been approved for a \$50,000 award as part of the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

Pasadena Playhouse is one of 855 organizations located in every state, the District of Columbia, and Puerto Rico selected for this grant. The National Endowment for the Arts received more than 3,100 eligible applications requesting \$157 million for the \$45 million available in direct assistance. Pasadena Playhouse, along with the other awardees, represents the diverse nature of arts organizations around the country. Overall funding was divided nearly evenly between small, medium, and large arts organizations.

This grant will be used to support Pasadena Playhouse's digital programming personnel in response to the COVID-19 pandemic.

Producing Artistic Director Danny Feldman said, "At the start of the current crisis, we began an aggressive fundraising campaign to sustain the Playhouse through this uncertain time while continuing to serve our community. This grant bolsters that effort, helping us reach our goal of employing as many artists and staff as possible while our curtain is down. We thank the National Endowment for the Arts for their support."

National Endowment for the Arts says that Arts and culture are a key component of the U.S. economy that contribute \$877.8 billion, or 4.5 percent, to the nation's gross domestic product in 2017 and employ over 5 million wage-and-salary workers who collectively earned \$405 billion. This funding will help support those jobs and those nonprofit organizations during this time of great need so that arts and culture will persevere as a significant contributor to the American economy.

### **About the National Endowment for the Arts**

Established by Congress in 1965, the National Endowment for the Arts is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their

creative capacities. Through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector, the Arts Endowment supports arts learning, affirms and celebrates America's rich and diverse cultural heritage, and extends its work to promote equal access to the arts in every community across America. Visit [arts.gov](https://www.arts.gov) to learn more.

### **About the Pasadena Playhouse**

The Pasadena Playhouse is a place where people have gathered for 100 years to experience bold and important theater. It is one of the most prolific theaters in American history with a legacy of profound theatrical impact and courageous new work. In 1937, the Playhouse was officially recognized as the State Theater of California for its contribution and commitment to the dramatic arts. Today it continues that tradition of excellence under the helm of producing artistic director Danny Feldman. Dedicated to enriching lives through theater, community programs and learning initiatives, Pasadena Playhouse is a living force in the community.