



MEDIA CONTACT  
Toney Crawford  
Marketing Director  
[tcrawford@phoenixtheatre.org](mailto:tcrawford@phoenixtheatre.org)  
317-731-8971

FOR IMMEDIATE RELEASE

## **Phoenix Theatre Cultural Centre announces \$5.2 million start to Ignite Sustainability Campaign**

*Major gifts from leading philanthropists push campaign ahead of schedule*

INDIANAPOLIS – The Phoenix Theatre Cultural Centre – home to seven resident companies including the Phoenix Theatre, celebrating its 40<sup>th</sup> anniversary – today announced that its Ignite Sustainability Campaign has raised more than \$5.2 million toward its \$6 million goal. The campaign, which officially launched in 2021 with \$1.25 million from the Allen Whitehill Clowes Charitable Foundation, will help the Cultural Centre with new play development, Equity Diversity & Inclusion initiatives, career development, and own its building outright.

The campaign has benefited from a wide variety of donations. In October, the Christel DeHaan Family Foundation awarded the Cultural Centre a grant of \$1.3 million to be kept in permanent endowment, generating more than \$50,000 in annual support. The Cultural Centre has also received campaign funding from the Lilly Endowment totaling \$1,865,000.

The Phoenix Theatre has been delivering new and contemporary plays in downtown Indianapolis since November 4, 1983. The Cultural Centre – with two theaters and the Michael O’Brien Gallery along the Cultural Trail at North Illinois Street – opened in May 2018.

“Indianapolis has been a special home to The Phoenix and our family of patrons for 40 years, with hundreds of productions and tens of thousands of people coming through our doors,” said William Powell, CEO of the Phoenix Theatre Cultural Centre. “The generosity of our supporters and their belief in our mission is inspiring. Our sustainability campaign positions us to be a leading cultural center in Central Indiana and a destination for arts patrons for the next four decades and beyond.”

The Phoenix Theatre this year is celebrating its 40-year history by producing shows written by Indiana playwrights. The next production, a world-premiere historical true crime story by Indianapolis playwright Bennett Ayres called “And I Will Follow,” opens on March 21 and stars Indy-based actor Mark Goetzinger. Tickets can be purchased at the theatre’s [website](#).

“We want everyone in the Indianapolis community to enjoy the Cultural Centre, regardless of who they are or where they live,” said Constance Macy, Christel DeHaan Artistic Director of the Phoenix Theatre Cultural Centre. “The enthusiasm around the Ignite Campaign will allow us to accomplish these goals. This is an exciting moment in our history, and I am incredibly grateful to everyone for their support.”

People who want to contribute to the Ignite Campaign can do so at our [website](#).

The Phoenix Theatre is one of seven collectives at the Cultural Centre. Others include the Naptown African American Theatre Collective, Summer Stock Stage Eclipse, Actors Ink, American Lives Theatre, Indianapolis Shakespeare Company, and Summit Performance Indianapolis. Relevations Dance Company, Storytelling Arts of Indiana, Freetown Village are among other groups that also stage performances at the Cultural Centre.

###

### **About the Phoenix Theatre Cultural Centre**

The Phoenix Theatre Cultural Centre is home to a performance collective that includes seven professional theatre companies, each their own non-profit entity. Among them is the Phoenix Theatre, a union theatre dedicated to nurturing new plays and emerging playwrights. Performances are year-round at the Cultural Centre from its stages including the Livia and Steve Russell (proscenium) Theatre and the black box-style Frank and Katrina Basile Stage, as well as an art gallery named in memory of Michael O’Brien through a gift to the Ignite Campaign. The Phoenix Theatre Cultural Centre's mission includes growing the community’s reputation as an arts destination and serving as a hub to showcase local artists, host events, and help its neighborhood thrive.

Phoenix Theatre Cultural Centre  
705 N. Illinois Street  
Indianapolis, IN 46204  
317-635-PLAY  
phoenixtheatre.org