



Curt Columbus, The Arthur P. Solomon and Sally E. Lapidés Artistic Director, Tom Parrish, Executive Director  
201 Washington Street • Providence • Rhode Island 02903 • [www.trinityrep.com](http://www.trinityrep.com)

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CONTACT: Caitlin Howle, Digital Marketing Coordinator; (401) 521-1100 ext. 226; [chowle@trinityrep.com](mailto:chowle@trinityrep.com)

## TRINITY REP RECEIVES \$255,000 FROM RHODE ISLAND FOUNDATION TO SUPPORT GROWTH

*Fostering diversity, expanding community engagement, re-envisioning the theater are among the goals of Trinity's new strategic plan*

**PROVIDENCE, RI:** Trinity Rep has received a \$255,000 multi-year grant from the Rhode Island Foundation to support the implementation of its new, three-year strategic plan, which calls for doubling the number of new subscribers by 2020 and broadening its marketing and offerings to attract a more diverse audience.

"We are so honored and thankful for the Rhode Island Foundation's support and partnership," said Executive Director Tom Parrish. "With our strategic plan and this funding, Trinity Rep's goal is to create impactful programs and sustainable revenue streams that will enable the organization to serve Rhode Island with outstanding arts and arts learning experiences, and transition from surviving to thriving."

Trinity Rep's strategic plan is built on advancing three goals: Great Art, Great Business and Great Place to Be. Each of these goals is advanced through strategies and tactics in four driving areas: Programming, Brown/Trinity MFA, Patron Development and Facilities. Programming objectives include a strong emphasis on fostering equity, diversity, and inclusion; deeper and broader community engagement; a balanced, varied and exciting repertoire; acting company development; and enhanced educational endeavors.

With the Brown/Trinity MFA programs, Trinity Rep is developing a more organizationally integrated, academically distinctive program that leverages the strengths of Brown University and Trinity Rep to take their Top 5 program even higher in the rankings. Patron Development objectives include relationship building, loyalty development, branding and communications, and growing demand. In stewarding and leveraging the



organization's multiple facilities, Trinity is developing a comprehensive Facilities Master Plan to revitalize the theaters into dynamic, functional, and inclusive spaces for live performance and community gathering.

The \$255,000 grant will be paid over three years. It comes after the Rhode Island Foundation recognized Trinity Rep with a 2017 Best Practice Award for its strategic planning process.

"This grant reflects our confidence in the quality of Trinity's long-term planning as well as its unique role as a cornerstone of the local arts scene, as an anchor in downtown Providence and as an institution that brings Rhode Island regional and national recognition," said Jenny Pereira, the Foundation's Director of Grant Programs.

#### **TRINITY REPERTORY COMPANY**

Rhode Island's Tony Award-winning theater, Trinity Rep has created unparalleled professional theater for and with its community since its founding in 1963. Trinity Rep strives to facilitate human connection and has been a driving force behind the creativity that fuels and defines the region for more than 50 years.

Trinity Rep is committed to reinventing the public square and inspiring dialogue by creating emotionally-stimulating live productions that range from classical to contemporary and innovative education programs for all ages and abilities. Its annual production of *A Christmas Carol* has brought families together for 41 years and made memories for over a million audience members.

Subscriptions for the 2018-19 Season are now on sale. The season includes *Pride & Prejudice* by Kate Hamill, *black odyssey* by Marcus Gardley, a special limited-engagement of *An Iliad* by Lisa Peterson and Denis O'Hare, *Macbeth* by William Shakespeare, *The Song of Summer* by Lauren Yee, *Little Shop of Horrors* with book and lyrics by Howard Ashman and music by Alan Menken, and José Rivera's *Marisol*.

**For more information on our 2018-19 Season, call the box office at (401) 351-4242 or visit Trinity Rep's website at [www.TrinityRep.com](http://www.TrinityRep.com).**

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