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Dallas Theater Center patrons give more than \$48k to North Texas Food Bank

DALLAS (December 27, 2010) – Dallas Theater Center collected \$48,988.85 in donations for the North Texas Food Bank during its annual production of the Dickens classic *A Christmas Carol*. In its three-year partnership with NTFB, Dallas Theater Center has contributed over \$130,686.38 to the organization.

“We are deeply committed to giving back to the community that has given so much to us,” says DTC Artistic Director Kevin Moriarty. “Partnering with the North Texas Food Bank with *A Christmas Carol* reminds patrons that Dickens message is pertinent and that there is much we can all do to help support people in need throughout North Texas. DTC is fortunate to have such a generous and receptive audience and we are grateful for the opportunity to contribute to such a worthy organization.”

After each performance of *A Christmas Carol*, cast members invited patrons to make contributions to NTFB. On average, patrons donated \$1,484.51 per performance. This year’s donations exceeded last year’s by \$6,864.65.

In addition to collecting monetary donations, DTC staff, Brierley Resident Acting Company members and *A Christmas Carol* cast donated their time by volunteering at the NTFB warehouse in October. After two days of working in the warehouse, DTC readied 19 pallets of food for distribution – the equivalent of 12,469 meals.

The North Texas Food Bank helps feed more than 53,000 families a month in 13 North Texas counties, with each dollar providing four meals.

“This is the most wonderful time of the year, and much of that is due to the generosity of the Dallas Theater Center,” said Jan Pruitt, president and CEO of the North Texas Food Bank. “We have a goal of raising \$6.5 million—one-third of our operating budget—by December 31 and we simply couldn’t get there without the audience’s support at *A Christmas Carol*. Now, as Scrooge said, let’s honor Christmas in our hearts and never forget the lessons it teaches us because, remember, hunger is year-round.”

ABOUT DALLAS THEATER CENTER:

One of the leading regional theaters in the country, Dallas Theater Center (DTC) performs to an audience of more than 90,000 North Texas residents annually. Founded in 1959, DTC is now a resident company of the AT&T Performing Arts Center and presents its mainstage season at the Dee and Charles Wylie Theatre. DTC also presents productions at its original home, the Kalita Humphreys Theater, the only freestanding theater designed and built by Frank Lloyd Wright. The mission of DTC is to engage, entertain and inspire our diverse community by creating experiences that stimulate new ways of thinking and living. Under the leadership of Artistic Director Kevin Moriarty, DTC is committed to consistently producing plays, educational programs and community initiatives that are of the highest quality and reach the broadest possible constituency.

DTC gratefully acknowledges the support of our season sponsors: American Airlines, The Dallas Morning News, Dallas Office of Cultural Affairs, Lexus, National Endowment for the Arts, TACA, TCA, Texas Instruments and WFAA. DTC also acknowledges the support of show sponsor Dean Foods.

ABOUT NORTH TEXAS FOOD BANK:

The North Texas Food Bank (NTFB) is a nonprofit hunger relief organization that distributes donated, purchased and prepared foods through a network of 1,184 feeding programs in 13 North Texas counties. The NTFB supports the nutritional needs of children, families and seniors through education, advocacy and strategic partnerships. Close the Gap is the NTFB's 3-year initiative to unite the community to narrow the food gap by providing access to 50 million meals annually by 2011.

Founded in 1982, the NTFB is a member of Feeding America (feedingamerica.org). Last year, the NTFB provided access to almost 45 million meals through its efforts, 7.7 million meals, or 21 percent more, than the previous year. Each month Member Agency pantries distribute food to nearly 25,000 people every day. Every dollar donated to the NTFB provides four meals for the hungry.

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