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News Release
FOR IMMEDIATE RELEASE

DOWNTOWN DREAMS A STEP CLOSER TO REALITY FOR RIVERFRONT PLAYHOUSE

Redding, CA (January 23, 2019) — The venerable Riverfront Playhouse has taken a big step toward cementing its place in Redding's downtown with news this week of a \$1 million loan to renovate its property at 1950 California St. into a 152-seat theater.

Approved Tuesday by Cornerstone Community Bank, the loan promises to turn Riverfront's decade-long dream of a downtown theater into reality.

"We are excited to be an integral part of the recently formed Redding Cultural District and a contributor to the revitalization of downtown Redding," said Darryll Alvey, president of Riverfront's board of directors. The nonprofit community theater company, now in its 39th year, completed escrow on the former RIOH Medical Group building in May of 2016. With financing now in place, Alvey said the renovation is expected to start this spring.

Don Ajamian Construction of Redding will do the work. Trilogy Architecture submitted the design plans. When completed, Alvey said the 11,500-square-foot building will feature the main theater, a space for set construction, a "well-appointed green room," art gallery exhibit space, an events room with a concession stand, a small black box theater for experimental productions, open mic nights, poetry readings, and other events.

When plays are not in production, the Riverfront facility will be available to rent for concerts, conferences, meetings, movie screenings, weddings and other special events. Alvey said a handful of Redding businesses have already expressed an interest in using the theater.

In the interim, Riverfront's capital campaign will continue. Fundraising efforts include donor-naming opportunities, a buy-a-personalized brick project and seat sponsorships with personalized nameplates. "Several other fund development opportunities will be identified as we progress towards this long-awaited move," Alvey said.

Riverfront's 2019 season, based on a theme of literary classics, started with Mary Lynn Dobson's "The Somewhat True Tale of Robin Hood." The comedy continues on weekends through Feb. 16.

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Theatre celebrates the human experience. It enriches our collective soul. Riverfront Playhouse provides the stage for all within our community to explore, experience and learn all aspects of live theatre.

Riverfront Playhouse | Redding's Community Theatre since 1981 | P.O. Box 994666 | Redding, CA, 96099
www.riverfrontplayhouse.net | a 501c(3) non-profit



**The future home of Riverfront Playhouse
1950 California Street, Redding.**