



**For Immediate Release**

Contact: Jeffrey Gabel, Founding Executive Director  
25 Carlisle Street  
Gettysburg, PA 17325  
717-337-8237

**MAJESTIC THEATER LAUNCHES  
CENTENNIAL ENDOWMENT NAME A SEAT CAMPAIGN**

Gettysburg, PA (September 10, 2018) – The Majestic Theater has launched a campaign to name seats in the main auditorium in support of the Majestic Theater Centennial Endowment Campaign, offering the general public an opportunity to help the campaign reach its \$1 million cash goal by the end of 2018.

Since the Majestic's grand re-opening in 2005 following a restoration and expansion from a rundown movie theater into a grand performing arts and cinema center, the theater has delivered on its promise to present a diverse line-up of high quality, live programs and first-run films to enliven the cultural life of Greater Adams County and its visitors. As part of the theater's 90<sup>th</sup> birthday celebration in 2015, Gettysburg College launched the Majestic Theater Centennial Endowment Campaign to ensure the theater will be as stable and vibrant when it turns 100 as it is today. Funds permanently invested in the endowment will generate financial resources that will enhance and expand the Majestic's programming in music, dance, theater, film and children's shows in perpetuity.

“Having dedicated endowment income is the dream of every executive director because it allows me to program bigger name stars, as well as young, emerging artists to keep our programming fresh, dynamic and diverse,” said Jeffrey Gabel, Majestic Theater Founding Executive Director.

Since November 2015, the campaign has quietly raised nearly \$3.8 million from 100 local donors. Of that, \$3 million has been from estate gifts, and nearly \$800,000 in cash gifts. Now, the public can help the campaign reach its \$1 million cash goal through the Name A Seat Campaign.

Approximately 400 seats in the Majestic auditorium remain unnamed since its 2005 re-opening. For a donation of \$500, the Majestic will feature a donor's name, or other special message such as a memorial or gift, on an engraved brass plaque affixed to the top front of the chair for the life of the chair. All contributions will be permanently invested in the Centennial Endowment.

"I am so excited to launch the public phase of our endowment campaign because the Majestic has thousands of loyal fans who will want to help secure the theater's future by naming one of our beautiful seats manufactured by Irwin Seating Co. of Grand Rapids, Michigan using the original 1925 molds to recreate the cast-iron end standards," said Jean LeGros, Gettysburg College Class of 1973 and Majestic Theater Gift Officer.

Name A Seat Campaign brochures are available at the Majestic Theater Box Office, 25 Carlisle Street, Gettysburg, PA. Additional information about the campaign is available by calling (717) 337-8237 or emailing [majestictheater@gettysburg.edu](mailto:majestictheater@gettysburg.edu).

The Majestic Theater at the Jennifer and David LeVan Performing Arts Center is owned and operated by Gettysburg College as a cultural treasure for its campus and the community.

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