

## **GETTYSBURG COLLEGE'S MAJESTIC THEATER DEDICATES THE JOHN R. WHITE MEMORIAL CINEMAS**

On Tuesday, May 21st at 4 p.m., more than 80 invited guests gathered at the Majestic Theater for the dedication of the John R. White Memorial Cinemas which include the performing art center's two cinemas which show first run independent films. White, who passed away unexpectedly in January of 2012 at age 63, was a native of Arendtsville and prominent Adams County attorney. The cinema dedication was in recognition of a \$30,000 grant to the Majestic's digital cinema campaign by the Robert C. Hoffman Charitable Endowment Trust in memory of White's volunteer service to the Majestic Theater having served on its Community Fundraising Committee in 2004-2005 which raised \$16.5 million for its renovation including funds for a Steinway Model D concert grand piano which White secured. He also served on the theater's Community Advisory Committee since its grand re-opening in 2005.

Janet Morgan Riggs, President of Gettysburg College, welcomed the guests saying, "We are here to honor a new era of the Majestic—the installation of digital cinema projectors that will allow the theater to remain open and able to screen its popular, high-caliber films using the new industry standard digital media. We are so very grateful for the many contributions made to sustain the efforts of the college and of local community organizations. In a time of economic constraints and tightened budgets, educational institutions and centers for the arts are increasingly dependent upon the generosity of our neighbors and on their belief in the value of our work. The massive outflowing of support for this project is a true testament to the quality programming made available by the Majestic Theater, and of the high value this community places on its offerings."

David Heiges, current chairman of the Robert C. Hoffman Charitable Endowment Trust's Advisory Committee, who served as a volunteer on the trust's advisory committee alongside White during his 12 year tenure as chairman, spoke movingly of his admiration and respect for White's professionalism, wealth of community knowledge, and gentlemanly manner. "It seems fitting that John be recognized and remembered by naming the cinemas after him. When entering The Majestic Theater one immediately recognizes its elegance. John was an elegant man. We visit the Majestic to be entertained, and John was an entertainer. We visit The Majestic to socialize with acquaintances and bond with friends and family. John certainly recognized the value of friends and family. The John R. White Memorial Cinemas are a wonderful reminder of a man worthy of remembrance and recognition."

David LeVan, Managing Partner of Battlefield Harley-Davidson, who served with White on the Majestic's Fundraising and Advisory Committees told the guests, "When it is all said and done, we knew the real John – his love of the arts, commitment to the community, smart, team player, good listener, passionate and caring. No matter how long or what role we knew John in, our strong belief is that he is worthy of the honor bestowed on him today."

Retired Adams County Judge Oscar Spicer spoke fondly about his longtime friend saying, "John was a consummate musician. He was always willing to take on challenges, believed in and worked for the community, an exceptional person. John was the most wonderful person to ever walk the grounds of Adams County."

The ceremony concluded with a tearful thank you by Tonya White, John's wife and General Manager of Knouse Foods. A reception immediately followed in the theater's main lobby with music provided by jazz pianist Steve Rudolph of Harrisburg, a longtime friend of Mr. White. The Majestic has installed a "John R. White Memorial Cinemas" sign over the entrance to its cinema wing, and hung a photographic portrait and bio of White in the cinema lobby.

The Majestic launched its "Save Our Downtown Movies" campaign in the spring of 2012 to raise \$150,000 to convert both its popular cinemas to digital projection before the U.S. movie industry abandons 35mm film distribution later this year. In just 8 months, the Majestic raised over \$162,000 from nearly 350 donations from movie fans from 39 zip codes in 9 states in response to a direct mail campaign and nightly, in-theater, pre-recorded video appeals by the theater's executive director, Jeffrey Gabel. The funds were used to install two, top-of-the-line Christie Digital CP2220 Projection Systems in the nightly cinemas this past March, as well as a new Panasonic digital light projector in the historic Majestic Theater for the Met HD Operas and summer classic film series.