

molly smith
artistic director

stephen richard
executive director

zelda fichandler
founding director

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

April 5, 2007

TARGET EXTENDS PARTNERSHIP WITH ARENA STAGE TO SPONSOR THE TARGET FAMILY FUN PACK DURING *PETER & WENDY*



(Washington D.C.) Arena Stage announced it will be extending its partnership with Target to sponsor the Target Family Fun Pack for its upcoming production of Mabou Mines *Peter & Wendy*, which runs April 27 through June 24, 2007 in the Kreeger Theater. The Target Family Fun Pack includes any four seats, four non-alcoholic drinks and four snacks for \$100, a substantial discount from the regular ticket price. The extension of this partnership will continue to provide an affordable and fun opportunity for families to enjoy the theater together.

“Arena Stage is thrilled that Target plans to extend the Family Fun Pack discount program for families of *Peter & Wendy*,” said the theater’s Artistic Director, Molly Smith. “This partnership supports Arena Stage’s desire to instill a life-long love of and participation in the arts for future generations.”

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since opening its doors, Target has given five percent of its income to organizations that support education, social services and the arts. Today that translates to \$3 million every week.

“At Target, we are making a real difference every day through our grant-making program,” said Laysha Ward, vice president, community relations, Target. “We’re proud to partner with Arena Stage as part of our ongoing commitment to give back to the communities where our guests and team members live and work.”

Additionally, Target also gives back through signature programs that are designed to inspire learning in children and families. Programs include:

- Take Charge of Education[®], a school fundraising program;
- Target Field Trip Grants, a program that helps educators bring learning to life for students through the distribution of grants;
- Ready. Sit. Read!, a program dedicated to fostering a life-long love of reading in children;
- Target House, which serves as a home-away-from-home for families of children receiving life-saving treatment at St. Jude Children’s Research Hospital in Memphis; and
- Target Volunteers, Target team members and retirees who annually donate more than 315,000 hours of time to more than 7,000 community-based projects.

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About Arena Stage

Arena Stage is the largest theater in North America focusing on American plays. Under the leadership of Artistic Director Molly Smith and Executive Director Stephen Richard, Arena Stage's core purpose is to produce huge plays of all that is passionate, exuberant, profound, deep and dangerous in the American spirit. Now in its sixth decade, Arena Stage is the oldest and largest of the Washington, D.C. area's not-for-profit producing theaters, attracting a diverse annual audience of more than 250,000. Founded in 1950 by Zelda Fichandler, Thomas Fichandler and Edward Mangum, Arena Stage was one of the original leaders of the resident theater movement, and is still widely regarded by its national peers as the flagship of the American not-for-profit theater.

About Target

Minneapolis-based Target serves guests at 1,502 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives back more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

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