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Saenger Theatre Launches “Share Your Saenger Stories”

Campaign Encourages Public to Share their Stories in Anticipation of 2013 Re-Opening

(NEW ORLEANS, La.) – Oct. 1, 2012 – The Saenger Theatre announced today the launch of the “Share Your Saenger Stories” campaign in anticipation of the scheduled reopening in 2013. The campaign encourages locals and visitors alike to share their photos, videos and recollections of the theatre, along with their hopes for the future of the New Orleans’ landmark.

Mayor Mitch Landrieu has helped to kick off the campaign with a video of his own, sharing his thoughts and memories of growing up with the Saenger Theatre.

“The Saenger Theatre means so much to this city and the people in it,” said Mayor Mitch Landrieu. “I’ve been going there my whole life and have so many wonderful memories of the theatre. This campaign allows all of us to share our many stories of the Saenger with each other and to be a part of the redevelopment of a historical landmark that holds a special place in the hearts of New Orleanians.”

Added David Skinner, General Manager, ACE Theatrical Group, “Locals have been so supportive throughout the restoration process. This campaign is an opportunity to make them feel part of the rebuilding and to celebrate their memories, along with their excitement leading up to the opening.”

The Saenger Theatre was built in 1927 at the corner of Canal and North Rampart streets in downtown New Orleans and is on the National Register of Historic Places. The building was damaged by Hurricane Katrina in 2005 and has since been the focus of a complex redevelopment project.

“In the past year we’ve seen a rejuvenation of New Orleans theatre district,” said Cynthia Connick, Executive Director of Canal Street Development Corporation. “It’s an exciting time for the city and we are thrilled the Saenger has launched this campaign, allowing us to spread that excitement to enthusiasts near and far.”

To submit your stories, scanned photos and videos, visit www.saengernola.com/stories, “Like” The Saenger Theatre on Facebook at www.Facebook.com/saengernola or Tweet to @SaengerNOLA using the hashtag #SaengerStories.

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About Canal Street Development Corporation

In 1989, the former D. H. Holmes department store, parking garage and storage facilities were offered as a donation by the Dillard family to the City of New Orleans. With a tremendous opportunity to reshape one of the most important areas of the city, the Canal Street Development Corporation was formed as a public benefit corporation to accept the donation consisting of nearly two square blocks bounded by Canal, Dauphine, Bienville and Bourbon Streets. That property portfolio consists of a soon to be Hyatt Hotel, apartments, parking garage and a number of restaurants. The Canal Street Development Corporation has also partnered with ACE Theatrical Group to restore and expand the historic arts venue.

About ACE Theatrical Group

ACE Theatrical Group, LLC is a theatrical management and development company formed by entertainment industry veterans specializing in the design, development, construction and operation of first class, live performance venues throughout North America. The company has a long history of working with municipalities, non-profit agencies and community groups to develop spectacular performance facilities with state-of-the-art improvements emphasizing patron comfort and artist’s technical needs.

ACE Theatrical Group is based in Houston, TX, with offices in New York, San Antonio and New Orleans. The principals have over 175 years combined experience and collectively have development and management credits in 35 theatrical venues in the United States and Canada, with 20 of those also including the design and construction of those projects. Visit www.acetheatricalgroup.com for more information.