

# Alex90

## ILLUMINATE Project

Generations of Angelenos have fond memories of Glendale's **Alex Theatre**. The neon lights and marquee are used by many as a meeting point, a landing guide, a spark for a memory and an ultimate destination. Its stunning presence is a testament to the decades of entertainment that the performing arts center has made available to the city.

### Glendale is a better place because of the Alex Theatre.

Today, the tower and spire need a complete overhaul and restoration to return it to its previous glory. The \$75,000 campaign includes support from businesses, organizations, art lovers, historical preservation advocates and community members at large.

**Consider making a donation today. Every dollar goes to restoring our community's icon.** Additional funds raised will be reserved for future repairs.

The Alex Theatre opened its doors on September 4, 1925. This year, it will celebrate 90 years with the **Alex90** season including events and programming honoring the theatre's legacy in preserving the past and presenting the future.

The Alex Theatre is treasured for its history, recognized for its economic impact, and cherished as the cornerstone of arts and entertainment in Glendale.

The planned renovation will ensure the tower and spire reflect the splendor of the newly modernized theatre.

The relighting of the Spire is an important part of **Alex90** and will take place at a celebration on September 4, 2015 marking the 2015-2016 Alex Theatre Season.

**For additional information, visit [www.AlexTheatre.org/Alex90](http://www.AlexTheatre.org/Alex90)**

*Glendale Arts thanks Forest Lawn, History for Hire & The Walt Disney Company for their lead gifts to this campaign.*



Photo by Tommy Ewasko

ewasko.com



### WAYS TO CONTRIBUTE

Make a Donation

Promote & Spread the word

Join us at the September 4th  
90th Birthday event

Like us on FaceBook / Follow us  
on Twitter

Share #Alex90 info with your  
networks

Go to [www.AlexTheatre.org/Alex90](http://www.AlexTheatre.org/Alex90)  
for more information



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- |   |  |
|---|--|
| <input type="checkbox"/> \$25 Alex Theatre Historic Postcards           | <input type="checkbox"/> \$250 Alex90 Commemorative Clock          |
| <input type="checkbox"/> \$50 Alex90 T-Shirt                            | <input type="checkbox"/> \$500 2 tickets to the Alex90 Celebration |
| <input type="checkbox"/> \$75 Alex90 T-Shirt & Alex Theatre Pin         | <input type="checkbox"/> \$1000 Alex90 Banner on Brand             |
| <input type="checkbox"/> \$150 Classic GAMembership<br>& Alex90 T-shirt |  |

T-Shirt Size (please circle one) Adult S M L XL

☐ Enclosed is a check for \$ \_\_\_\_\_

*(Please make checks payable to Glendale Arts c/o Alex90 116 West California Ave., Glendale, CA 91203.)*

Please charge my ☐ VISA ☐ MC ☐ Discover ☐ AMEX for \$ \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CCV: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

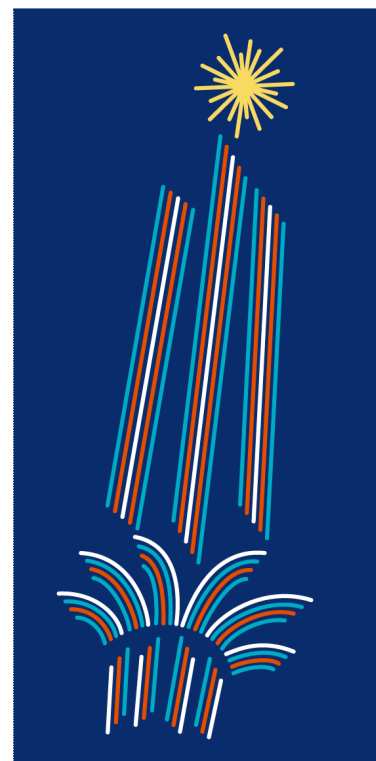
☐ My Company offers a matching gift program, please contact me

☐ Please contact me about volunteer opportunities.

Questions? Contact Nina Crowe at  
(818) 243-2611 ext 11 or [ncrowe@glendalearts.org](mailto:ncrowe@glendalearts.org)

***Save the date for September 4, 2015 for the Alex90 Birthday Celebration and relighting of the 100 Foot Tower and Spire. For more information go to [www.alextheatre/alex90](http://www.alextheatre/alex90)***

# 1925 | 2015



# the ALEX

## #Alex90

Glendale Arts is the non profit management company of the Alex Theatre.  
For more information go to [www.GlendaleArts.org](http://www.GlendaleArts.org)