

HENNEPIN THEATRE TRUST

STATE ★ ORPHEUM ★ PANTAGES

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Hennepin Theatre Trust to Establish the New Century Theatre, a New Performance Space in City Center

MINNEAPOLIS—Hennepin Theatre Trust will establish the **New Century Theatre**, a flexible use performance space on the street level of City Center in downtown Minneapolis. Launching this new up to 300 seat theatre is a key part of the Trust's work in continuing to revitalize Hennepin Avenue and increase its arts education and presenting activities. The New Century Theatre will be adjacent to the Trust's office headquarters which, as of July 1, 2011, will be located at 615 Hennepin Avenue, between 6th and 7th Streets, in downtown Minneapolis, Minnesota, 55402.

Tom Hoch, Trust President/CEO, commented, "Hennepin Theatre Trust's New Century Theatre is a vital component in continuing our commitment to connecting and enriching local cultural resources all along Hennepin Avenue, advancing what we've already accomplished with our historic theatres. I think City Center is an exciting and perfect place for what we want to do for downtown, for arts education and what we present on stage."

The New Century Theatre will enable the Trust to extend its programming as a complement to its ongoing operation of the State, Orpheum and Pantages Theatres. While the schedule is still being planned and will be announced when it is confirmed, the Trust anticipates using the space for shows similar to those it hosted at Hennepin Stages, including *Girls Only: The Secret Comedy of Women* and *Don't Hug Me Christmas Carol*, among others. The New Century Theatre will also be used to bring more local and touring performances to Hennepin Avenue and for educational initiatives offered by the Trust, such as the *Broadway Confidential* series, student cabarets and training for the *SpotLight Musical Theatre Program*.

The New Century Theatre is named in homage to the Century Theatre, one of four historic theatres that used to operate near the site of what is now City Center. The original theater opened in 1908 as a 2,000-seat vaudeville house called the Miles. It was rebuilt several times, eventually named the Century Theatre in 1929 and transformed into the 1,145 seat Century Cinerama in the mid 1950s. The Century burned in 1964 and was bulldozed the following year.

HENNEPIN THEATRE TRUST, owner of the historic State, Orpheum and Pantages Theatres, is a non-profit organization devoted to enriching the vibrant cultural atmosphere of the Twin Cities. The Trust's activities include Broadway touring productions, concerts, comedy, speakers and other variety entertainment plus educational initiatives including the *SpotLight Musical Theatre Program* for high schools, the *Broadway Confidential* series, *Critical View* student reviewer program, *Teen Ushers*, the *Access Program* and *Kids' Night*. For more information, go to HennepinTheatreTrust.org.

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