

For Immediate Release

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Florida Theatre welcomes THE PLAYERS CHAMPIONSHIP As Its Newest Corporate Partner

Jacksonville, Fla. – The Florida Theatre and THE PLAYERS Championship announced this afternoon, that the organization will become the historic, nonprofit Theatre's newest corporate partner.

As a result of the agreement, patrons now visiting the Theatre will enter THE PLAYERS Promenade Lobby.

"Supporting local organizations that enhance the arts and cultural environment of Northeast Florida is important to THE PLAYERS," said Adam Campbell, THE PLAYERS 2019 Tournament Chairman. "The Florida Theatre is a historic venue that enriches our downtown as well as the lives of those within our community."

"Florida Theatre is honored to welcome THE PLAYERS as the newest member of our corporate partnership program. We look forward to strengthening the connections between downtown and the beaches communities," said Florida Theatre President Numa Saisselin. "One of the things that THE PLAYERS and the Florida Theatre have in common is service to the Northeast Florida community. Through our own activities, and through the organizations we both support, we are working to make Jacksonville and the Northeast Florida community a better place to live and work."

The historic, nonprofit Florida Theatre is sponsored by Community First Credit Union. For a complete list of upcoming events or to buy tickets visit the Theatre's official web site floridatheatre.com.

[About THE PLAYERS Championship](#)

THE PLAYERS Championship annually combines the best field in golf with the world-class venue that is THE PLAYERS Stadium Course at TPC Sawgrass. Optum®, Morgan Stanley and Grant Thornton LLP are the exclusive Proud Partners of THE PLAYERS. Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled \$100 million since the event moved to Ponte Vedra Beach in 1977, including a record \$9 million generated in 2018. For more on THE PLAYERS and the surrounding area, visit THEPLAYERS.com or floridashistoriccoast.com.

[Florida Theatre](#) : From ballet and opera to contemporary pop, jazz, rock, country and blues the nonprofit Florida Theatre offers 200 cultural and entertainment events annually for every taste and age. More than just an entertainment center, The Florida Theatre is also home to graduations, awards ceremonies, lectures, business meetings and charity events that support the community's schools, churches, hospitals and civic groups. As an anchor to downtown development along the beautiful St. Johns River, The Florida Theatre draws 250,000 people to Jacksonville's center each year. The magnificently restored Florida Theatre is recognized as one of the finest concert venues in the Southeast. It is listed on the National Register of Historic Places. The Florida Theatre holds special memories for four generations. From the Vaudeville acts and silent films of its earliest days to today's blend of performances of all kinds, The Florida Theatre has served as Jacksonville's premier entertainment center since 1927.

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