



## Florida Blue Continues Corporate Sponsorship in Support of the Historic, Nonprofit Florida Theatre

**Jacksonville, Fla. (August 6, 2020)** – Florida Blue, a Corporate Partner of the Florida Theatre since 2006, has announced its renewed support of the Theatre.

"Florida Blue and Florida Theatre share a mission to enhance our community's quality of life," said Darnell Smith, Florida Blue Market President. "We do it by helping people achieve better health, and Florida Theatre does it by bringing diverse and memorable arts and entertainment experiences to our community. We love supporting the Florida Theatre because it makes our community such a vibrant place to live. There is nothing quite like the unique, historic Jacksonville landmark that is Florida Theatre."

"The historic Florida Theatre is pleased to play its part in providing Northeast Florida with the music, dance and theatre programs that are part of what gives Jacksonville the unique character that we have all come to appreciate, and expect, as residents of a great city," said Florida Theatre President, Numa Saisselin. "The theatre earns 85% of its annual budget from its business activities, and support from the business community, like our returning Corporate Partner Florida Blue, helps to close that small budget gap every year and keep the Florida Theatre and its programs something special for our community."

**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 website [floridatheatre.com](http://floridatheatre.com).**

[About Florida Blue](#), Florida Blue, Florida's Blue Cross and Blue Shield company, has been providing health insurance to residents of Florida for more than 75 years. Driven by its mission of helping people and communities achieve better health, the company serves more than 5 million health care members across the state. In total, Florida Blue and its affiliated companies serve 27 million people in 35 states. Headquartered in Jacksonville, Fla., it is an independent licensee of the Blue Cross and Blue Shield Association.

[About 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, 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, 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.

For more information about Community Sponsorships at the historic, nonprofit Florida Theatre, please contact Gretchen Hirsch, Corporate Development Officer at [Gretchen@floridatheatre.com](mailto:Gretchen@floridatheatre.com)

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