



Florida Theatre Launches “Cross the Finish Line” Campaign to Help Reopen the Theatre this December

Jacksonville, Fla. (October 9, 2020) – The historic, nonprofit Florida Theatre has launched a new “Cross the Finish Line” campaign, which aims to help the Theatre on its road to reopening this December.

“The Florida Theatre has been without more than 90% of its typical income for over six months,” said Florida Theatre President Numa Saisselin. “The Theatre has made it through the downtime by assembling relief from a PPP loan, an EDIL loan, a City of Jacksonville/Vystar Credit Union Business Community Relief loan, a CARES Act grant from the federal government and the City of Jacksonville, the individual and corporate members of the Florida Theatre who renewed their memberships, and the Theatre’s season sponsor, Community First Credit Union.”

However, after six months, those funds are almost depleted.

The “Cross the Finish Line” campaign aims to raise \$100,000 by December 31. This money will help the Theatre bridge the financial gap, and make it over the finish line for the December reopening.

“The Florida Theatre’s Board of Directors have contributed to a pool of matching funds just for this purpose, and every dollar the public contributes to this fund between now and December 31 will be matched dollar for dollar,” said Saisselin.

To donate to the Florida Theatre’s “Cross the Finish Line” campaign, visit the Theatre’s official website at floridatheatre.com/finish-line or contact Director of Development Michelle Adams at michelle@floridatheatre.com or by calling 904-562-5973.

Details on the Theatre’s reopening plan and brand new events, which will take place with limited seating and public health measures in place, will be released to the public this upcoming Monday, October 12, 2020. The new, to-be-announced events in December will be the first to take place at the Theatre after the installation of their new, historically appropriate theatre seats.

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.

[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.

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