



## MEDIA ADVISORY

### For Immediate Release

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## Richmond Performing Arts Alliance Releases its 10-Year Impact Report

Richmond Performing Arts Alliance (RPAA) has released its **10-Year Impact Report** – a comprehensive report highlighting information on the people served, events and performances hosted in its venues (Dominion Energy Center and Altria Theater), its BrightLights Education Initiatives, and the resulting economic impact on the Richmond region.

Over the past 10 years, RPAA has been a catalyst for uplifting the local arts community and elevating the role of arts education in local school systems. RPAA continues to **support** today's artists by cultivating diverse arts experiences, **nurture** tomorrow's artists through programming and experiences that deepen their connection to the arts, and provide spaces for the arts to **thrive** by supporting Richmond's premier historical venues.

A few highlights from the report include:

- RPAA has invested nearly \$3 million in providing arts education opportunities to the region, largely at no cost to families or schools, through its BrightLights Education Initiatives.
- Over 2.7 million patrons have enjoyed ticketed performances at Altria Theater and Dominion Energy Center over the past decade.
- Since 2009 the venues of RPAA have generated \$8,460,788 in admissions tax revenue for the City of Richmond.

RPAA is proud to partner with 11 local arts organizations that form the Resident Companies of Dominion Energy Center and Altria Theater. The extensive programming and outreach provided by this diverse group includes serving over one million youth in the Richmond Region over the past decade.

For more information on RPAA's artistic programming, BrightLights Education Initiatives, and historic venues visit [rpaalliance.com](http://rpaalliance.com).

**SOCIAL MEDIA:** Follow us @RPAAlliance on Facebook, Instagram, and Twitter for all our latest posts on events and programming.

**MEDIA OPPORTUNITIES:** RPAA board and staff available for interviews with advanced notice. For inquiries contact: Abbi Haggerty, Executive Director: [ahaggerty@rpaalliance.com](mailto:ahaggerty@rpaalliance.com) or 804-592-3372.

*Richmond Performing Arts Alliance (formerly Richmond CenterStage Foundation) is a 501(c)(3) organization whose mission is to provide diverse local and world-class performing arts, transformative arts education experiences for students of all ages, and inspirational venues—all to strengthen the cultural and economic vitality of the Greater Richmond region. RPAA venues include Dominion Energy Center, home to the historic Carpenter Theatre, Libby S. Gottwald Playhouse and Rhythm Hall, as well as Altria Theater – the largest performance venue between New York and Atlanta. Its arts education initiative operates out of the Genworth BrightLights Education Center and reaches students of all ages in the City of Richmond and surrounding counties.*

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