



amherst cinema arts center

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AMHERST CINEMA ASKED TO SAVE PLEASANT STREET THEATER

AMHERST, MA – A group of Northampton film-lovers has raised over \$45,000 in pledges to save the Pleasant Street Theater and has asked the Amherst Cinema to operate the Northampton landmark as a nonprofit after the current owner closes the theater.

Bruce and Rita Bleiman, who along with Linda and Silas Kopf are leading the fundraising initiative in Northampton, approached the Amherst Cinema with an offer to help raise the \$100,000 needed now to secure a lease and reopen the theater.

“The group expressed their confidence in our ability to run the theater on a non-profit model,” said Carol Johnson, executive director of the Amherst Cinema. “We are very interested, provided financial support is there for the Pleasant Street Theater.”

“We are very impressed with how much the group has raised in pledges in only a week,” she added.

Johnson also explained that operating the Pleasant Street Theater will be good for both locations because it will increase the number of screens, giving both houses better access to top programming.

“We will be able to book superb films for both theaters,” she said. “And sometimes films will open at one location and then swap to the other.”

The \$100,000 will be used for comfortable seats, an online ticketing system, an improved lobby and other costs needed to provide an enjoyable movie-going experience.

Those interested in supporting the reopening of the Pleasant Street Theater should send checks made out to Amherst Cinema Arts

Center, Inc., 28 Amity Street, Amherst MA 01002 with a note in the memo line "Pleasant Street Reopening." All contributions are tax deductible and will be held in reserve until there are enough funds raised for the reopening to go forward. If Amherst Cinema does not reopen the theater, the funds will be returned.

Meanwhile, the Amherst Cinema is completing its Capital Campaign for the Amherst theater. The group has raised all but \$312,000 on a \$2.95 million fund-raising goal.

"The outpouring of support for the Amherst project has been amazing," Johnson said. "And we couldn't be nearing our goal without help from Congressman Olver and Senator Rosenberg." The Amherst Cinema was awarded a \$675,000 state grant and expects \$265,000 in federal funding.

The organization currently has the offer of two matching grants for the Amherst Cinema. Gifts under \$1,000 will be matched up to \$10,000 and gifts of \$1,000 and over matched up to \$50,000.

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