



amherstcinema& pleasantstreettheater

amherst cinema arts center

administrative offices: 28 amity street • amherst, ma 01002-2218 • 413.253.2547 • www.amherstcinema.org

BOARD OF DIRECTORS

Lucy Wilson Benson
CHAIR

Fred Byron
PRESIDENT

Rita M. Bleiman
VICE PRESIDENT

Kenneth Rosenthal
VICE PRESIDENT
AND TREASURER

Barton Byg

Lou Cove

Allan Hershfield

Jennifer Keller Jackson

Marisa Parham

Donald T. Sanders

STAFF

Carol M. Johnson
EXECUTIVE DIRECTOR

Holly Greeley
BUSINESS MANAGER

Gail Lansky
OUTREACH AND
DEVELOPMENT DIRECTOR

Jake Meginsky
DIRECTOR OF EDUCATION

George Myers
GENERAL MANAGER

THEATER LOCATIONS

AMHERST CINEMA
28 amity street
amherst, ma 01002

PLEASANT STREET
THEATER
27 pleasant street
northampton, ma 01060

November, 2011

Dear Friend of Amherst Cinema and Pleasant Street Theater,

Like you, our wonderful supporters, we at Amherst Cinema and the Pleasant Street Theater believe in **the transformative power of film**. Our programs entertain, air new ideas, spark discussion, create community, and bring vibrancy to the Pioneer Valley and its diverse communities.

As a nonprofit arts organization, **we depend on you**. Your Membership and your contributions to our Annual Fund make our programming possible: superb first-run films, rich and varied film series, special events with filmmakers, musicians, writers, and other great artists, and now, our new visual literacy program for third grade children. **Your support has never been more important!**

Through your past contributions, you've helped nurture these two vibrant theaters. And now through December 31, your gift of \$100 or more will be doubled! Our Board of Directors and Executive Director are stepping forward to match all contributions of \$100 or more, up to a total of \$10,000!

Here is just a taste of what your generous gift helps support:

see · hear · feel · film
JBFC THIRD GRADE EDUCATION PROGRAM AT AMHERST CINEMA

Over 1,100 third graders from throughout the Pioneer Valley are visiting Amherst Cinema to watch films from around the world and to create their own stories.

SCIENCE • ON • SCREEN
FILM SERIES

Pairings of current, classic cult and documentary film with lively introductions by experts in science, technology and medicine.

Coming November 14 and 15:
Smith College Professor of Psychology Dr. Randy Frost speaks on "compulsive hoarding," introducing the film favorite, "Grey Gardens."

Pleasant Street Seeing Sound Series
AMERICAN MUSICAL CULTURE THROUGH FILM

A new series brimming with raw emotion, powerful storytelling, and rare performances that traverse the beautiful and rugged terrain of American musical culture - including films on Gospel, Blues, New Orleans Second Line Parades and Jazz.

(over)

**WHAT OUR PROGRAMMING
MEANS TO YOU:**

"I appreciate the special events that **bring the community together.**"

"**The only movie theaters I have been to** in the past 3-4 years are Pleasant Street and Amherst Cinema."

"Amherst Cinema and Pleasant Street Theater are **essential to the quality of life** in the Valley."

"I love seeing films that are **not widely distributed:** art films, foreign films, documentaries. Thanks for providing!"

Comments taken from our Patron Survey Cards, May-September, 2011.

We are heartened when audiences tell us they love our cinemas because of programs like these:

- *Sholem Aleichem: Laughing in the Darkness*, with Yiddish Book Center Founder and President Aaron Lansky speaking about the life and works of the great writer whose tales of a traditional Jewish world on the cusp of profound change became the basis of the musical "Fiddler on the Roof."
- *My Reincarnation*, an epic father-son drama about Tibetan culture and spirituality, cultural survival, identity, inheritance, family, growing old, magic, dreaming, and Buddhism, with film director Jennifer Fox, presented in collaboration with Amherst College.
- *Louder Than A Bomb*, an exuberant film about Chicago's life-changing high school poetry slam, with two students featured in the film who now attend Hampshire and Smith.
- *Films That Slipped Through the Cracks*, some of the best-reviewed, least-distributed films of 2010 (*Marwencol*, *Dogtooth*, the two *Mesrine* films, *The Housemaid*).
- *Bogart Summer Film Festival*, eleven of Bogie's best.
- *Plays from Britain's National Theatre*, captured live and broadcast onto our screen.
- First-run favorites such as *The Hedgehog*, *The Guard*, *Midnight in Paris*, *50/50*, *Buck*, *Tabloid*, *Tree of Life*, *Cave of Forgotten Dreams*, and *Margin Call*.

What would our community be like without these theaters? Compelling stories well told lift our spirits, remind of us of our humanity, and bring us together.

Please – won't you do your part to help sustain the wonderful programming at our cinemas?

Consider sending your most generous, tax-deductible Annual Fund contribution today (\$100 or more will be matched!). A self-addressed envelope is enclosed. Or, if you prefer, you can contribute online at our secure website at www.amherstcinema.org.

Sincerely,

Carol M. Johnson
Executive Director

What third graders say
about See•Hear•Feel•Film:
"Best Field Trip EVER!"



Students from Litwin School in Chicopee participate in See•Hear•Feel•Film.

P.S. -

Gifts of every size are needed to keep our reels rolling. Won't you be as generous as you can and send your tax-deductible contribution right now, while it's still on your mind? Help us make the match!