



## **Cleveland Foundation Day at Downtown Festivals**

March 24 – Cleveland Foundation Day at the Cleveland International Film Festival

June 27 & 28 – Cleveland Foundation Days at the Tri-C JazzFest

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- In honor of its centennial year, the Cleveland Foundation is giving monthly “Cleveland Foundation Day” birthday gifts to the community throughout 2014. These gifts are being announced around the 2<sup>nd</sup> of each month because January 2 is the birth date for the foundation.
- Each month, the foundation is highlighting community assets it has played a role in creating or enhancing throughout its first century, in partnership with its donors.
- The foundation’s gift to the community being announced this month is the Cleveland Foundation Day at Downtown Festivals, which will be both the March and June gifts. These gifts highlight two of Northeast Ohio’s premier festivals, both of which are hosted in Downtown Cleveland.
- In March, Cleveland Foundation Day will take place at the Cleveland International Film Festival on Monday, March 24. There will be 40-plus different films shown on 8 separate screens throughout the day, all for free.
- In June, Cleveland Foundation Day will take place during the weekend of the Tri-C JazzFest. It will include a series of free outdoor concerts on Star Plaza in PlayhouseSquare on Friday, June 27 and Saturday, June 28 beginning at 3 p.m. and running through the evening. In addition, the Friday 6 p.m. Gregory Porter concert at the Ohio Theatre will also be free.

- Through this partnership with the Cleveland Foundation, this is the first time the Cleveland International Film Festival and the Tri-C JazzFest have offered free days to the community.
- The Cleveland Foundation is announcing its June gift early since the foundation wanted to celebrate both of these premier downtown festivals together and allow people to plan ahead.
- Tickets are required for the March 24<sup>th</sup> Cleveland Foundation Day at the Cleveland International Film Festival and the Friday, June 27<sup>th</sup> Gregory Porter concert at Ohio Theatre. The public can reserve free tickets for both events through the Cleveland Foundation website starting this Friday, March 7, at 11 a.m.
- To reserve Film Festival tickets, go to [www.clevelandfoundation.org/FilmFest](http://www.clevelandfoundation.org/FilmFest) or call 1-877-304-3456 or 1-877-304-FILM.
- For the Cleveland Foundation Day at the Cleveland International Film Festival, individuals will be able to reserve 2 tickets per movie for a maximum of 4 films that day. 9,500 total seats will be available to the public.
- On the free day, the first movie begins at 9:15 a.m. and the last film starts at 9:30 p.m. Half of the 40+ films being shown on our free day start at 5 p.m. or later to allow families to enjoy the festival. Details on the films can be found at [www.clevelandfilm.org](http://www.clevelandfilm.org).
- While March 24 is the only free day at the Film Festival, they have also created a Cleveland Foundation discount code – CLE100 – which will provide a \$2 discount off each ticket purchased throughout the remainder of the Festival (March 19-March 30).
- To reserve JazzFest tickets, go to [www.clevelandfoundation.org/JazzFest](http://www.clevelandfoundation.org/JazzFest) or call PlayhouseSquare at 216-241-6000.
- For the Gregory Porter concert at the Jazz Fest on June 27, individuals will be able to reserve a maximum of 4 tickets for the concert. One-thousand total tickets will be available to the public.
- Gregory Porter won a Grammy for Best Vocal Jazz Album in 2014. He also was nominated for Best R&B Performance.

- Approximately 3,000 people will be able to attend each of the Friday and Saturday concerts at Star Plaza on June 27 and June 28. No tickets are needed for these concerts.
- The outdoor Star Plaza concerts will feature a “Best of Cleveland” from Blues to R&B, Electronica, and Jazz.
- The Cleveland Foundation has played a role in helping each of these downtown festivals to become marquee events in Northeast Ohio:
  - The Cleveland International Film Festival
    - The Cleveland Foundation has provided nearly \$2 million to the Film Festival since 1981, helping to make this a marquee event for Northeast Ohio.
    - Over the past 33 years, Cleveland Foundation grants have supported a variety of projects including the Film Festival’s 1991 move to Tower City Cinemas and audience development initiatives.
  - Tri-C JazzFest
    - The Cleveland Foundation has given more than \$750,000 to the JazzFest since 1989, helping to build this into one of our nation’s premier jazz festivals.
    - Over the past 25 years, Cleveland Foundation grants have supported educational programming and community outreach activities for the JazzFest.
- A large number of Greater Clevelanders took advantage of the foundation’s first two “Cleveland Foundation Day” gifts to the community.
  - January’s Cleveland Foundation Day on the Greater Cleveland RTA on Jan. 16:
    - There was a 25% increase overall on RTA buses and trains that day, a 41% increase of HealthLine riders, and a 20% increase in paratransit usage.
  - February’s Cleveland Foundation Weekend on North Coast Harbor on Feb. 22 and 23:
    - 16,450 visitors enjoyed the Cleveland Foundation free Day at Great Lakes Science Center on Saturday, Feb. 22, which is an all-time record!
    - 8,000 visitors enjoyed the Rock and Roll Hall of Fame & Museum on Sunday, Feb. 23, one of their largest crowds ever!
- To learn more about the Cleveland Foundation Downtown Festival Days, visit [www.clevelandfoundation.org/FilmFest](http://www.clevelandfoundation.org/FilmFest) and [www.clevelandfoundation.org/JazzFest](http://www.clevelandfoundation.org/JazzFest)