



Dear Patrons and Donors,

The Purple Rose Theatre is dark. All that lights our stage is a tall, thin lamp with a naked bulb.

Our ghost light. Most theatres have them.

Some say the ghost light is there to keep spirits away. Others say it appeases them. Others without magic in their bones say it's simply for safety.

Across the world right now, ghost lights stand sentinel on empty stages. Many of us have paused productions and walked away not knowing when we'll get back. But just as our ghost light shines on our empty stage, we each have a light within us to keep the bad spirits at bay, to help our spirits shine.

One day soon, our ghost light will be switched off and our house lights will come up again. Our stage lights will shine in our empty theatre as we wait for you to enter. From our booth, our stage manager will call out, "attention everyone we are a half-hour to the top the show" and our actors and crew will respond, "thank you, half-hour!" Upstairs, you will gather in the lobby. Our house manager will welcome you to our theatre, thank our sponsors, and remind you to turn off your cell phone (please).

When our lights come back on, we want to be ready for you. As it stands, we are looking at a nearly \$200,000 loss in ticket revenue and the remainder of our 29th season is uncertain. This has a devastating impact on our organization and our ability to deliver on our promises to our patrons and our artists.

Our founder, Jeff Daniels, is offering to help sustain us through our dark time with a challenge to you. He will match any gift dollar-for-dollar raised by April 30, 2020 (up to \$20,000). Please consider being a light in these dark times with [a gift of any size.](#)

In the meantime, keep your own light burning brightly inside of you. Take precautions and be safe. Envision the future where we can leave our homes for more than groceries and medicine. Remember what it's like to dine out and enjoy a play... and when the world is ready to venture out again, we'll be here for you.

We wish you all the best as we all navigate this new world together.

Sincerely,



Guy Sanville
Artistic Director



Katie Hubbard
Managing Director



Aubrey Martinson
Development Director

Donate Today

Jeff Daniels, *Founder*
Katie Hubbard, *Managing Director*
Guy Sanville, *Artistic Director*
Aubrey Martinson, *Development Director*

Board of Directors:

Steven K. Hamp, *Co-Chairman*, Sheila Ford Hamp, *Co-Chairman*, Peter Feeney, *Vice Chairman*,
David Ligotti, *Treasurer*, Craig Common, *Secretary*, Peter Brown, Charles Craves, Philip J. Curtis,
Charles Eisendrath, David Larsen, Maria Leonhauser, John Mann,
George Moses, John J. H. Schwarz, M.D.