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Fox Riverside Theater Foundation Receives Grant from Target for *Field Trips to Broadway in Riverside*

RIVERSIDE, CA — Fox Riverside Theater Foundation today announced a partnership with Target in recognition of its efforts to educate youth about performance art and the creative treasures to be experienced on the stage at the Fox Performing Arts Center. The Fox Foundation will work with area schools to bring 100 students and their teachers to tour the historic theater and see a Broadway in Riverside's® touring play this season. Additionally, through a partnership with Nederlander's Broadway in Riverside®, the students will have a back-stage chat with a cast member after the play.

In appreciation of the \$2,000 Target grant award, Fox Foundation Chair Duane Roberts said, "The Fox Foundation's educational outreach mission is central to making the Fox Theater the arts and cultural centerpiece of our community. By engaging younger audience members, the Fox Theater will instill in our community's youth an appreciation for both the performing arts and the important role that arts and culture plays in a community." Fox Foundation Trustee Beverly Bailey echoed Mr. Roberts comments, "This award will give youth the experience of arts and culture in our beautiful theater. You never know what this kind of opportunity can inspire in young minds."

This grant is part of ongoing efforts by Target to strengthen families and communities throughout the country. Since opening its doors, Target has given 5 percent of its income to organizations that support education, the arts, social services and volunteerism. Today that equals more than \$3 million every week.

"At Target, our local grants are making a difference in the communities we serve," said Laysha Ward, president, community relations, Target. "We're proud to partner with the Fox Riverside Theater Foundation as part of our ongoing commitment to give back to the communities where our guests and team members live and work."

Riverside Mayor Ron Loveridge acknowledged the boost this grant gives to Riverside's City of Arts & Innovation efforts, stating: "Educating Riverside's youth through first-hand experience of theater is crucial to developing the arts community and future arts patrons, and we are grateful to Target for its support of the Fox Performing Arts Center, our flagship institution in the City of Arts & Innovation." The first students are preparing to see [RAIN – A Beatles Tribute](#) on September 26, 2010 and experience a Backstage Tour of the Fox.

Additionally, Target also gives through signature programs that are designed to inspire learning in children and families. Programs include:

- **Take Charge of Education®**, a school fundraising program;
- **Target School Library Makeovers**, a program that provides year-round volunteer opportunities for Target team members to get involved with their local school;
- **Target Field Trip Grants**, a program that helps educators bring learning to life outside the classroom through the distribution of grants;
- **Target House®**, which serves as a home away from home for families of children receiving lifesaving treatment at St. Jude Children’s Research Hospital® in Memphis and the St. Jude School Program presented by Target, which is staffed with accredited teachers and helps patients stay on track academically while undergoing treatments that can last months;
- **Target Volunteers**, a nationwide network of Target team members, retirees, families and friends who volunteer millions of hours to community projects.

About Fox Riverside Theater Foundation

The Fox Riverside Theater Foundation (Fox Foundation) is the philanthropic vehicle of the Fox Performing Arts Center, a recently renovated theater that originally opened in 1929. The Fox represents a long history of culture and community to Riverside. Many long-time residents speak of initially courting their spouses at the Fox. Others can tell you what they learned about the world of cinema while growing up at the Fox. Although it was in disrepair and out of use for more than a decade, the Fox held a prominent role in peoples’ memories and expectations. The Mission of the Fox Foundation is to advance the efforts of the Fox Performing Arts Center to serve and enhance the City of Riverside, its residents, artists, art enthusiasts and the Downtown by providing a first class regional facility offering a wide range of professional and community-based performing arts.

Our long-term vision is that the Fox Performing Arts Center is a jewel in a flourishing cultural community where entertainment opportunities are many, accessible and of premier quality.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,740 stores nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

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