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Valley Youth Theatre Receives \$135,000 Grant from Virginia G. Piper Charitable Trust

PHOENIX (October 4, 2007)— Valley Youth Theatre (VYT) has been awarded a twelve month \$135,000 grant from The Virginia G. Piper Charitable Trust to assist with a rebranding campaign.

“Valley Youth Theatre is extremely honored to have been awarded this grant,” says Bobb Cooper, Producing Artistic Director. “This comes at an exciting point in our development. VYT is extremely proud of the hundreds of young people who, after going through our programs, are going on to find success in their chosen professions. These funds will allow us to develop a marketing campaign that will build upon our successes and share our stories in such a way as to reach more young people and their families with our programs. The next step is for us to solicit help from the local advertising/public relations companies that understand the Arts and Culture scene and can make this generous grant reach its full potential and help continue our organizations sustainability.”

Also included in the grant are funds to update the current phone and voicemail system for greater efficiency in serving the public by better responding to its needs. Valley Youth Theatre was among 27 Arizona nonprofit organizations receiving grant checks and commitments totaling \$5,297,150 from The Virginia G. Piper Charitable Trust. Other Arts and Culture organizations receiving grants were Alliance for Audience and The Desert Botanical Garden.

The Virginia G. Piper Charitable Trust is committed to honoring Virginia Piper’s legacy of making grants to organizations whose work enhances the lives of people in Maricopa County. Since it began awarding grants in 2000, the Trust has invested more than \$177,000,000 in local nonprofits and programs. The Trust focuses its grantmaking on healthcare and medical research, children, older adults, arts and culture, education and religious organizations. For more information about the Trust, please visit www.pipertrust.org.

About Valley Youth Theatre

Named by the Arizona Republic as one of the “Top Ten Places to Become a Future Star”, Valley Youth Theatre is a nationally recognized non-profit organization that targets young people age 7 – 19 for participation in and attendance at quality live theatre productions. VYT’s mission is to inspire young people to be the best that they can be by providing them with lifelong lessons through a wide range of performing arts opportunities. VYT is an award-winning theatre company whose Alum include American Idol, Jordin Sparks and Broadway Star, Max Crumm. Valley Youth Theatre is supported in part by the Arizona Commission on the Arts with funding from the State of Arizona and the National Endowment for the Arts. Partial funding also is provided by the Phoenix Arts Commission through appropriations from the Phoenix City Council.