

Jewish Community Foundation Gift Makes “Dream Appearances” a Reality for YC Performance Hall

Bill Cosby to Perform

Prescott, AZ: Over the thirty years that she’s been managing community events at the Yavapai College Performance Hall, Deb McCasland has seen some wonderful talent appear onstage. But when she took a call last year from Martin Gottlieb, Grants Chairman of the Jewish Community Foundation of Greater Prescott, little did she know that a new era of entertainment at the Performance Hall was on the horizon.

“Martin told me the Foundation wanted to sponsor some extraordinary entertainment as a gift to our community,” recalls McCasland. “Then he asked who I thought people would love to see if funding wasn’t an issue for the College - and off the top of my head came Bill Cosby, never dreaming that it could happen. I called Cosby’s agency, got the numbers together and contacted the Jewish Foundation. That’s when I learned that the Foundation would, indeed, cover Cosby’s appearance fee – at that point, I almost fell out of my chair!” Seats for Cosby’s two scheduled performances May 12, 2007 are selling so fast that McCasland anticipates both shows will be sold out by mid-October.

The Jewish Community Foundation’s unprecedented gift will also bring the Moscow State Symphony Orchestra to the Performance Hall on Sunday, November 5th for its only Arizona performance. Under the direction of world-renowned conductor Pavel Kogan, this orchestra is not to be missed by those who appreciate and enjoy classical music. The performance will include internationally recognized solo cellist, Alisa Weilerstein, recipient of the prestigious 2006 Leonard Bernstein Award.

McCasland hopes that other organizations will seize the opportunity to partner with the Performance Hall in ways similar to the Foundation and bring more “A-list” stars to Prescott. “Deb has been a joy to work with,” says Harold Greenberg, president of the Jewish Foundation. “The Jewish Foundation shares Yavapai College’s vision of embracing diversity, as evidenced by the variety of entertainment choices people have enjoyed for thirty years of performances at the College - and will continue to enjoy in the years to come.”

“We’re simply thrilled with the season’s calendar,” says McCasland, “and season tickets for our 30th year are selling faster than ever.” There’s something for everyone at Yavapai

College Performance Hall this season, from country artist Dwight Yoakam to the Big Band sounds of the Artie Shaw Orchestra; the Mozart Festival Opera's *The Magic Flute* to Ballet Etudes' *The Nutcracker*; Mark Russell's musical political satire to Paula Poundstone's inimitable comedy - and much, much more.

Funding for the performances offered by Yavapai College Community Events has always been supplemented from outside contributors plus some endowments and designated gifts. "I don't think people are fully aware that the College itself covers only administrative costs associated with our productions. None of the artists who have appeared here would ever have come to our community without the support of our generous sponsors," says McCasland.

To discuss future sponsorship opportunities, call Deb McCasland at 928-776-2034 or contact her via e-mail at debbie_mccasland@yc.edu. To learn more about the work of the Jewish Community Foundation of Greater Prescott, call 928-717-0016 or visit online at www.jcftp.org.