

August 2, 2006

FUTURE MSAD 3 Reaches Benchmark – Surpassing \$250,000

UNITY, ME – The capital campaign for the 300-seat Mount View School Performing Arts Center surpassed the \$250,000 mark at the end of July, thanks to a \$10,000 pledge from a Mt. View High School graduate. Rob Nielsen graduated from Mt. View High School in 1982 and now resides in Tennessee. “I am supporting the campaign for the Mt. View Performing Arts Center because I want to give something back. I have had a good career, much of it due to a few mentors I had at Mt. View High School who encouraged me to attend college. My support for this project is a way of saying, “thanks,” Nielsen said, and also acknowledged the need for more performing arts events in the region. “The new Mt. View Performing Arts Center will bring arts and cultural opportunities to Waldo County for the benefit of everyone, students, district employees, and residents,” he added. Nielsen’s niece and nephew attend Mt. View, and his sister is the school nurse.

The \$575,000 campaign will fund the electrical infrastructure, theatrical sound and lighting, acoustical design, a thrust stage and curtains, cat walk, control booth, and mezzanine, to transform the basic auditorium in the state-funded new Mt. View School Complex into a true performing arts center. “We are so grateful for the support the campaign has received in the first two months,” said Laurie Osgood, Honorary Campaign Co-Chair. “We’re off to a great start, and we’re counting on the support of alumni like Rob Nielsen, district residents, businesses and foundations to help us reach our goal for the students of SAD 3,” Osgood added.

On May 31 the Unity Foundation announced it would match campaign contributions up to \$250,000. The challenge grant, in honor of Unity Foundation founders, Bert G. and Coral B. Clifford, has matched \$84,000 raised to date. The Cliffords have been long time supporters of SAD 3, economic development and the education of the youth of the State of Maine.

According to Osgood, a fundraising letter was mailed in early June to nearly 7,000 Mt. View alumni and SAD 3 residents. The letter stated FUTURE MSAD 3 must raise \$250,000 by August 1 to fund the first phase of the performing arts center. “The response from alumni and friends who have contributed to this point has been so encouraging – and I know they join me in urging everyone who has not made a contribution to find that envelope and mail a gift today, whether it’s \$5, \$50, or \$5,000 – every dollar will be matched by the Unity Foundation.”