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**WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS LAUNCHES
THE WALLIS ARRIVES: A COMPREHENSIVE CAMPAIGN
CHAired BY SANDRA BARROS LOWY AND PETER LOWY
AND ANCHORED BY A \$10 MILLION CHALLENGE GRANT
FROM WALLIS ANNENBERG**

Campaign Initiative,
Designed to Secure \$55 Million in Total Philanthropic Funding Over Five Years,
has Already Raised Nearly \$25 Million
for Artistic Excellence, Education and Community Engagement,
Historic Preservation, and Fiscal Sustainability
in Support of The Wallis' Mission

(Beverly Hills, CA, May 17, 2023) –The Wallis Annenberg Center for the Performing Arts, marking the culmination of its first extraordinary decade serving Beverly Hills and Southern California, opens a new chapter with ***THE WALLIS ARRIVES: A Comprehensive Campaign*** chaired by Sandra Barros Lowy and Peter Lowy, Los Angeles-based business leaders and philanthropists with long-standing ties to The Wallis, and launched with a \$10 million challenge grant from Wallis Annenberg. Designed to secure \$55 million in total philanthropic funding over five years, this campaign initiative has already raised nearly \$27 million for Artistic Excellence, Education and Community Engagement, Historic Preservation, and Fiscal Sustainability, the four pillars that support The Wallis' mission.

Wallis Annenberg's \$10 million challenge grant is a capstone to the Annenberg Foundation's leadership and overall support, in excess of \$65 million in historic giving to The Wallis since its inception. Wallis Annenberg was instrumental in transforming and naming the former Beverly Hills post office building into a performing arts complex.

As *THE WALLIS ARRIVES* approaches its midway point, the campaign has also received a \$1 million matching gift from Co-Chairs Sandra Barros Lowy, who serves on The Wallis's Board of Directors, and Peter Lowy. The Lowys have a long history of philanthropic giving and of supporting the arts both in Los Angeles and globally. More about Sandra Barros Lowy and Peter Lowy is [HERE](#).

THE WALLIS ARRIVES campaign has also received major gifts from Gregory Annenberg Weingarten (\$1 million) as well as a bequest of \$5 million from late board member Luanne Wells, a stalwart member of the Beverly Hills community.

The public announcement of *THE WALLIS ARRIVES* campaign comes at a pivotal moment for the organization with the arrival in early April of new Executive Director and CEO Robert van Leer. Read more about van Leer [HERE](#).

THE WALLIS ARRIVES is designed to facilitate an increase in annual support to drive ever-stronger artistic programming, maintain and expand access to world-class arts education and community initiatives, enhance and preserve the beauty and functionality of The Wallis' campus, and support sustainability, expand access, and assure excellence through the strengthening of The Wallis' endowment and cash reserves. Naming opportunities for the campaign begin at \$25,000.

The Wallis, dually focused on impactful artistic programming and its vital GRoW @ The Wallis arts-education initiatives, is a world-class performing arts center in the heart of Beverly Hills' iconic Golden Triangle where people of all ages, backgrounds, and abilities are warmly welcomed as audience members, arts learners, artistic collaborators, and visitors. The Wallis' 2023/2024 Season, under the leadership of Board Chairman Michael Nemeroff and Executive Director and CEO Robert van Leer, begins in the fall.

According to Wallis Annenberg, "Because of how deeply I believe in the performing arts and The Wallis' mission and programs, I invite others to join me in supporting this important campaign, which engages the community and ensures the organization's ability to continue the bold, diverse, imaginative work that has been a constant through-line in its history."

Adds Sandra Barros Lowy, "Over its short yet impactful history, The Wallis has already established itself as an important gathering space in our community, not only as a place to experience art, but as a landmark of pride whose most vital function is to continue to make art accessible for more people. All of this, along with the passion and vision of our dear friend Wallis Annenberg herself, is what drew Peter and me to this very special institution."

The Wallis' Board Chairman Michael Nemeroff says, "I extend our deepest gratitude to Wallis Annenberg, whose extraordinary dedication and support helped ensure The Wallis' genesis, to Sandra and Peter Lowy for their exceptional leadership and tireless efforts over many years, and to all whose invaluable support is part of this campaign. As The Wallis continues to be recognized as one of the premier cultural arts institutions, not only in Beverly Hills but in the country, we are proud to introduce *THE WALLIS ARRIVES* to bolster our organization and assure its future."

For more information about ***THE WALLIS ARRIVES: A COMPREHENSIVE CAMPAIGN***, please visit: TheWallis.org/arrives or call Christine Bernardi Weil, Director of Development, at 310.246.3800, extension 725.

About *THE WALLIS ARRIVES: A Comprehensive Campaign*

As a regional, national, and international leader in the performing arts, The Wallis continues its mission to create exceptional work that celebrates, integrates, and reimagines music, dance, theater, and film for patrons of all ages. *THE WALLIS ARRIVES'* Pillar 1: Artistic Excellence dedicates vital resources to artistic work, enabling The Wallis to continue to foster a distinct artistic voice through the presentation and production of entertaining and ambitious work that informs, enlightens, and celebrates our common humanity. Pillar 2: Education, Arts Learning, and Community Engagement provides resources for GRoW @ The Wallis' world-class arts education initiatives that engage, inspire, and cultivate the creative voices of arts learners of all ages,

backgrounds, and abilities. **Pillar 3: Stewardship of our Historic Campus** seeks to engage and enliven the building The Wallis occupies, preserve this landmark for future generations, and take advantage of the intimate and imaginative relationships it creates among the building, art, artists, and audiences. Finally, **Pillar 4: Fiscal Sustainability** seeks to expand financial reserves and capacity, and to ensure that The Wallis will remain a cultural pillar of the Beverly Hills community for future generations to enjoy.

About The Wallis Annenberg Center for the Performing Arts

The Wallis Annenberg Center for the Performing Arts, which opened in 2013, is named after philanthropist Wallis Annenberg whose original \$25-million dollar donation was instrumental in transforming the former Beverly Hills post office building into an arts complex, and her strong support continues to this day. The Wallis is a dynamic cultural hub and community resource where local, national and international artists share their artistry with ever-expanding audiences. It is committed to robust and distinctive presentations and education programs curated with both creativity and social impact in mind. Distinguished by its eclectic programming that mirrors the diverse landscape of Los Angeles and its location in the entertainment capital of the world, The Wallis has produced and presented more than 350 theater, dance, music, film, cabaret, conversation, and family entertainment programs since its doors opened in October 2013. Hailed as “*au courant*” (*LaLa Magazine*), The Wallis was lauded by *Culture Vulture*, which proclaims, “If you love expecting the unexpected in the performing arts, you have to love The Wallis.” Its programming has been nominated for 79 Ovation Awards and nine L.A. Drama Critic’s Circle Awards. The campus itself, a breathtaking 70,000-square-foot facility, celebrating the classic and the modern, has garnered six architectural awards. Designed by acclaimed architect Zoltan E. Pali (SPF:architects), the restored building features the original 1933 Beverly Hills Post Office (on the National Register of Historic Places), which serves as the theater’s dramatic yet welcoming lobby, and includes the contemporary 500-seat, state-of-the-art Bram Goldsmith Theater; the 150-seat Lovelace Studio Theater; an inviting open-air plaza for family, community and other performances; and GRoW @ The Wallis: A Space for Arts Education, where learning opportunities for all ages and backgrounds abound. Together, these elements embrace the city’s history and its future, creating a performing arts destination for L.A.-area visitors and residents alike.

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