PRESS RELEASE

FOR IMMEDIATE RELEASE

Holly Theatre Open Houses Begin Saturday Following Lobby Restoration

MEDFORD, OREGON, MARCH 6, 2020

After a two-year hiatus during demolition and construction, the Holly Theatre this Saturday welcomes the media and the public to tour the recently completed lobbies and box office spaces during an open house from 11:00 AM to 1:00 PM. Visitors will also be able to take a peek into the not-yet-completed auditorium, though the rest of the building remains off-limits due to construction safety concerns. This open house, which follows a preview party in the Holly’s Given-Lenart Event Gallery on the second-floor last week for major donors to the project, is the first of monthly open houses to be held on the first Saturday of each month from 11:00 AM to 1:00 PM.

The Holly Theatre is currently in construction to restore the theater to its 1930 splendor as the region’s largest indoor concert and event space. The recently completed phase of construction focused on the Blum Family Lobby, the Given-Lenart Event Gallery, the Mail Tribune Box Office, and the project’s administrative offices. This phase cost $2 million of the project’s $9.4 million price tag. Later phases will utilize historic tax credits and private financing as well as cash already raised during the project’s early capital campaign, but $3.2 million remains to be raised to complete the theater’s rehabilitation and bring it back to life. The completion of this fundraising is especially urgent as the project could begin to lose Federal funds if not completed by the end of 2020.

Upon completion, the Holly Theatre will be the region’s largest indoor event space. At 1,020 seats it will be roughly 40% larger than any venue between Eugene and Redding and allow for year-round major concerts and community events.

KNOW BEFORE YOU GO:

- Saturday March 6, 2020 (and the first Saturday of each month)
- 11:00 AM to 1:00 PM
- There is currently no elevator to access the 2nd floor or auditorium – all access is by stairs at this phase of construction
- The space is now comfortably heated and air conditioned, EXCEPT for your visit to the unfinished auditorium

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Photos of New Lobbies: Click Here

Photos of Donor Event In Holly Lobbies: Click Here