

LETTERHEAD

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**The Purple Rose Theatre Hires Fundraising Specialist for  
Relocation Project**

*Michelle Lantz will Design and Implement a Campaign to Raise \$4.5 Million*

**CHELSEA, Mich.** – Michelle Lantz and her company, Insight Development, have been hired to launch a \$4.5 million community campaign to collect funds for the Purple Rose Theatre's planned renovations.

"Michelle Lantz has the education, experience, and drive to raise the \$4.5 million required to relocate the Purple Rose from a 168-seat site to a 1,500-seat venue. Her outstanding track record in the public relations field assures us she will do an excellent job, and with her efforts our dream to reach more people will become a reality," said Guy Sanville, the Purple Rose Theatre's art director.

Sanville was originally assigned to create and implement the Purple Rose's campaign for community donations, but was relieved when the theater received a \$50,000 donation from Howdy Holmes to hire a fundraising specialist. "I support The Purple Rose Theatre and think their potential is being stunted due to their limited space. I'm happy that Michelle Lantz and her team will be able to raise the money the Purple Rose so desperately needs," said Holmes, president and CEO of the Chelsea Baking Company.

"Jeff Daniels, the owner of the Purple Rose Theatre, and I cannot wait for the fundraising to begin, and are ready to learn the art of fundraising ourselves," said Sanville.

"I believe in involving important team members throughout each step of the fundraising project. If you include key staff you not only increase the potential of success, but you also provide an educational experience that ensures a historical perspective for future fundraising ventures," said Lantz, president and owner of Lantz Communications, Inc. and partner of the Insight Development Group. "The theater will benefit from the expansion most definitely, but so will the community. With a bigger venue, the theater will be able to bring larger shows to the area, which will in turn invite more people into Chelsea."

The Purple Rose Theatre is ready for Lantz to provide a successful hands-on experience that will allow the theater to grow, and in turn the community as well. Lantz will begin her work on March 1, 2009. If you would like more information visit [www.purplerosetheater.com](http://www.purplerosetheater.com)

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