

For Immediate Release

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The Rose Receives Iowa West Foundation Grant

(OMAHA, Nebr.)—As part of an ongoing effort to bring arts into the lives of students from southwest Iowa, The Rose Theater has been awarded a grant in the amount of \$25,000 from The Iowa West Foundation. The Rose Theater is one of 29 nonprofit organizations and government entities in southwest Iowa and eastern Nebraska to receive program funding from one of the largest private foundations in the Midwest.

Beginning in 2016, The Foundation sought to provide organizations with multi-year funding in order to further the impact of individual projects over a three-year span, instead of one single year. Starting with human services organizations, The Iowa West Foundation has now expanded their reach to arts organizations, such as The Rose, with the same structure and intent.

Funds awarded from the Iowa West Foundation will contribute to the general operating funding for school field trips for southwest Iowa students.

“We provide all Council Bluffs Public Schools first graders with a field trip to the theater each year,” says Rose artistic director Matthew Gutschick. “This often life-changing experience for young people will now be expanded to more Iowa students thanks to the Foundation’s multi-year funding. This is a truly visionary way to conduct philanthropy because it allows nonprofit organizations like us to make bolder commitments to children than ever before.”

Since the inception of its grant program, The Iowa West Foundation has distributed more than \$400 million to nonprofits and governmental agencies through southwest Iowa and eastern Nebraska. Funding for the grants comes from investment earnings and the Iowa West Racing Association, which receives contractual fees from casino operators, Ameristar and Harrah’s. IWRA is the license sponsor for Ameristar and Harrah’s and the license holder for Horseshoe-Bluffs Run. The Foundation targets resources into programs and projects that focus on economic development, education, placemaking and healthy families.

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About The Rose

The Rose Theater is one of the largest and most accomplished children's theaters in the nation, with a reputation for enriching the lives of children and families through top-quality professional productions and arts education.

In 2016, American Theatre magazine named The Rose one of the 20 top children's theaters in the United States.

The Rose is committed to making the arts accessible to all children, providing opportunities for thousands of children throughout the community to attend shows and participate in classes each year. Over the course of a year, approximately 70,000 people attend the public performances held at the theater, and nearly 30,000 students attend field trip shows annually.

The theater strives to introduce young people to a mix of both traditional favorites and groundbreaking original productions. A number of plays and musicals have made their world premiere on The Rose stage, including Van Gogh & Me, The Meaning of Maggie, Pete the Cat: The Musical, Sherlock Holmes & the First Baker Street Irregular, Zen Ties, Leo Lionni's Frederick, A Palette of Possibility, Thumbelina, Buffalo Bill's Cowboy Band, and The Grocer's Goblin & The Little Mermaid.

We take pride knowing that The Rose is the place where children of all ages experience theater for the first time, and we are dedicated to helping them appreciate theater for a lifetime.

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