



**FOR IMMEDIATE RELEASE**

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### **The Paramount Is Shining Up —and Going Green**

**Ashland, KY** - Green won't just be the color of the Paramount Arts Center's marquee this fall. Among a bevy of upgrades and capital improvements the historic theater in Ashland is undertaking this month, the PAC is going green. The theatre is replacing 700 incandescent light bulbs in dressing rooms, the auditorium and the lobby with energy efficient CFL and LED bulbs. In addition, the PAC is purchasing new theatrical equipment, installing new lobby water fountains, replacing worn furniture and repairing and sealing the PAC's western wall. In total, the Paramount is completing over \$70,000 in improvements and upgrades before opening its new season in September.

"It's important for us to both preserve our historic landmark and make it more welcoming and efficient - so that we can better serve our audiences and artists and enable the Paramount's growth," noted PAC Executive Director, Bruce Marquis.

Audiences will notice a brighter lobby and auditorium enabled by the lighting upgrade. In addition to new dimmers and wiring, the upgrades required workers to carefully lower each antique lighting fixture 30 feet to the floor to replace over 200 bulbs in the auditorium, previously a yearly task that now won't have to be replicated for another 20 years. With the brighter auditorium lighting, audiences will also be able to notice decorative details of the art deco theater that hadn't been easily seen before. In addition, the PAC has converted 500 light bulbs in its backstage dressing rooms to CFL bulbs, having not only on electricity, but also air conditioning costs.

According to Paramount officials, the auditorium lighting switch alone will save a projected \$43,000 in energy costs over the bulbs' lifespans. Officials are also grateful for Kentucky Power's rebate program, which will hopefully return a portion of the conversion funds to the Paramount.

Patrons entering the Paramount in September will notice new green awnings over the box office and banquet hall doors, newly painted trim and brass door accessories as well as new chilled public water fountains and furniture, enabled by a gift from Big Sandy Superstores. Patrons will also see a brighter marquee, as workers are replacing over 200 burnt out bulbs.

Audiences may not see them – but they'll appreciate new stage equipment that will enhance performances at the PAC. For the first time, the Paramount will have its own Genie lift and is also improving stage lighting with the purchase of new instruments. The PAC will be upgrading its star dressing rooms and Green Room backstage as well, making artists who perform there more comfortable.

Final improvements focus on preserving the historic theater by tuck pointing, repairing exterior brick and sealing the theaters east exterior wall – and replacing a fire door in the auditorium.

For more information about the Paramount's green initiatives, please call Bruce Marquis at 606.324.3175 ext. 306.

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