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## **JUILLIARD DOUBLES ITS CAPITAL CAMPAIGN GOAL TO \$300 MILLION**

### **Announcement Coincides with \$77 Million of New Gifts from the Irene Diamond Fund, Bruce Kovner, Mr. & Mrs. Lester S. Morse, Jr., Mrs. Rosemary Willson, and as Previously Announced, from The Peter Jay Sharp Foundation**

Coinciding with the School's 100<sup>th</sup> anniversary tomorrow Tuesday, October 11, The Juilliard School today announced that it is doubling the goal of its ongoing capital campaign to \$300 million, to be achieved by 2009.

Called the *Juilliard Second Century Fund*, a reference to the School's 100<sup>th</sup> anniversary season that began recently, the campaign originally was announced in 1999 as a \$100 million campaign, and increased in 2001 to \$150 million.

In remarking on the significance of the *Juilliard Second Century Fund's* new goal, Chairman of the Juilliard Board of Trustees, Bruce Kovner stated, "If Juilliard students are to realize their potential as leaders in the arts, then our mandate is to insure that Juilliard's programs, its faculty, and of course, its young artists, have the resources needed to excel at that task. I believe that supporting The Juilliard School is supporting the future of the arts."

The announcement coincides with several important and generous grants totaling \$77 million, including a \$25 million gift from The Peter Jay Sharp Foundation that was announced on September 7 at the School's centennial convocation – the occasion at which the School's primary theater was renamed The Peter Jay Sharp Theater.

A new \$20 million gift has been received from the Irene Diamond Fund. A loyal friend of Juilliard during her lifetime, Mrs. Diamond's personal gifts and those from her fund now will total more than \$40 million during almost 20 years, supporting such projects as Juilliard's Music Advancement Program, the Juilliard American Music Recording Institute, and \$10 million to the original Campaign for Juilliard for substantial scholarship support – a key component of the ongoing campaign.

In describing the Irene Diamond Fund's continuing support of Juilliard, the fund's President, Jane Silver said, "Through her many years of involvement with Juilliard, Irene Diamond was supportive of the School's innovative responses to the challenges of educating performing artists. The Irene Diamond Fund is pleased to support the *Juilliard Second Century Fund* with this significant grant symbolizing the capstone of Irene's love for Juilliard."

*(more)*

Bruce Kovner, Chairman of Juilliard's Board of Trustees, has generously donated \$25 million. A Juilliard board member since 1995, Mr. Kovner announced the creation of the original Campaign for Juilliard from the stage of what is now The Peter Jay Sharp Theater in April 1999, at a gala benefit concert saying, "Already an exceptional place, the Juilliard of tomorrow can surpass all our expectations." Mr. Kovner became Juilliard Board Chair in 2001.

Enid and Lester S. Morse, Jr. are making a generous gift to the *Juilliard Second Century Fund*. They have been longtime supporters of Juilliard and other New York cultural organizations. Morse Hall, Juilliard's much needed, flexible-use recital hall was constructed and named in their honor. More than ten years ago they endowed the Morse Fellowship Program, which trains and enables Juilliard students to provide music education in New York City public school classrooms. Mr. Morse said that "this program has also given the Morse Fellows additional career opportunities and has provided us with great satisfaction."

Mrs. Rosemary Willson, widow of composer (*The Music Man*), conductor and Juilliard alumnus Meredith Willson, is giving \$5 million to the *Juilliard Second Century Fund*. A previous \$5 million gift from Mrs. Willson supported the construction of Juilliard's first and only residence hall in 1991. Named the Meredith Willson Residence Hall in his honor, it was dedicated at a public ceremony in 1992, putting Mr. Willson's name, once again, high over Broadway at 66<sup>th</sup> Street – Juilliard's Lincoln Center home. Commenting about her new gift to the School, Mrs. Willson said, "I am sure Meredith is smiling down on us. Because of his love for young people interested in music and the arts, he would be delighted that we are among the contributors to Juilliard."

Three of the new gifts will be acknowledged similarly when Juilliard's classroom and performance building undergoes renovation as part of the Lincoln Center Re-Development slated to begin in 2006. A new wing to be constructed by Juilliard, fronting the east side of the current school building, will be named the Irene Diamond Building. A new, spacious and comfortable student lounge on the interior will be named in honor of Mr. and Mrs. Lester Morse. Juilliard's fifth theater, a state-of-the-art multimedia room, with flexible seating from 46 to 100, housed in Juilliard's expanded east wing and again overlooking Broadway, will be called the Rosemary and Meredith Willson Theater.

The *Juilliard Second Century Fund's* \$300 million goal was approved by Juilliard's Board of Trustees last May, and is announced just as the School celebrates its actual anniversary – October 11 – marking 100 years to the day that classes began. (Then called the Institute of Musical Art, the School merged with the Juilliard Graduate School beginning in the late 1920s, eventually taking the Juilliard name.)

According to Juilliard President Dr. Joseph Polisi, "The fundamental goal of the Juilliard Second Century Fund is to insure the School's tradition of excellence as we currently celebrate our centennial. The extraordinary generosity of the initial donors to this effort exemplifies the loyal and visionary qualities of our supporters over the past 100 years.

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