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GIVE DAY CELEBRATES 145TH BIRTHDAY OF THE LOBERO THEATRE

#LoberoGiveDay returns to social media on Thursday, February 22

Santa Barbara, CA, February 6, 2018 – Last year, the Lobero Theatre Foundation embarked on the first virtual “Lobero Give Day” on February 22, 2017—a virtual pep rally celebrating the Lobero’s 144th Birthday, and raising over \$10K in online donations, and achieving a wide reach across several social platforms. The first #LoberoGiveDay was a viral success thanks to dozens of postings featuring photos, memories, and pledges from our patrons and fans, we estimate the audience for Lobero Give Day to have generated over 100,000+ impressions across several social media platforms including [Facebook](#), [Twitter](#), and [Instagram](#). It was heartwarming to see the enthusiastic outpouring of memories and support, and we look forward to bringing our online community together once again.

THERE ARE MANY WAYS TO SUPPORT THE LOBERO THEATRE FOUNDATION ON FEBRUARY 22:

- Post your favorite Lobero memories—photos or stories—to social media with #LoberoGiveDay
 - **NEW FOR 2018** Text LOBERO to 71777 to make a donation on your phone
 - Visit our Give Day fundraising page: Mobilecause.com/vf/Lobero
 - Make a gift at Lobero.org
- Follow along on social media all day long by searching the hashtag: #LoberoGiveDay

The Lobero Theatre Foundation has unveiled several new features over the last several months for our savvy arts patrons, from selecting your own seat, to social sharing and mobile giving. If you would like to learn more about any of these features, or have any questions, please reach out to the Lobero Box Office at 805.963.0761, or visit Lobero.org.

Santa Barbara's Community Stage

An important aspect of our fundraising is ensuring the Lobero remain accessible and affordable for community organizations. Many of Santa Barbara's outstanding local performing arts organizations call the Lobero home, such as Santa Barbara Revels, CAMA's Masterseries, Sings Like Hell, Santa Barbara Choral Society, and dozens more.

Santa Barbara's strength lies in its community, and since 1873, the Lobero Theatre has been its cultural heart. With your support, the Lobero will remain a welcoming home for the arts for generations to come.

The Lobero Theatre Foundation

Established as a 501c3 non-profit organization in 1938 to act as stewards for this important historic institution, the mission of the Lobero Theatre Foundation is to maintain and operate the historic Lobero Theatre as a performing arts center and cultural asset to the community of Santa Barbara, and to present the highest quality productions in music, dance, and theatre.

As committed managers of this community treasure, we ask for your partnership. Those who love the theatre, attend its performances, and care about preserving its unique history are our best resource for ensuring that the Lobero Theatre remains a vibrant center for performing arts.