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#LoberoGiveDay returns to social media on Friday, February 22

- Digital Fundraiser Celebrating the Lobero's 146th Birthday
- Join us by posting stories, photos, or making gifts online

Santa Barbara, CA, February 6, 2019 – For three years now, the Lobero Theatre Foundation has embarked on virtual “Lobero Give Day” social media fundraising on Friday, February 22, in honor of the opening of the original Lobero Theatre in 1873. Thanks to dozens of postings from our patrons and fans of their photos, memories, and pledges, we estimate the audience for Lobero Give Day to have generated over 100,000+ impressions across [Facebook](#), [Twitter](#), and [Instagram](#). Last year’s Give Day raised over \$22K toward needed operating expenses, and laid the groundwork for an even bigger reach this year.

The Lobero Family Tree has deep Santa Barbara roots, with branches that continue to grow and flourish thanks to artists, audiences, donors, staff, volunteers, and YOU. Together we treasure this theater’s history and cultivate its future for generations to come. It is so heartwarming to see the enthusiastic outpouring of memories and support, and we look forward to bringing our online community together once again.

YOU CAN SUPPORT THE LOBERO THEATRE FOUNDATION ON FEBRUARY 22:

- Share your favorite Lobero memories on social media with the hashtag #LoberoGiveDay
- Text LOBERO to 71777 to make a donation
- Visit the Lobero Give Day fundraising page: lobero.org/give-day
- Follow along on social media all day long by searching the hashtag: #LoberoGiveDay

If you would like to learn more about Lobero Give Day, or become a Digital Ambassador, reach out to Adrienne DeGuevara at adeguevara@lobero.org, 805.679.6007. Keep up with the Lobero Theatre by [subscribing to our newsletters](#) and following @loberotheatre on social media. Gifts can be made at lobero.org/give-day.

Santa Barbara's Community Stage

An important aspect of our fundraising is to 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 Choral Society, Santa Barbara Revels, CAMA's Masterseries, Flamenco Arts Festival, and many more.

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.

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