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**ROAD LESS TRAVELED PRODUCTIONS
LAUNCHES \$300,000 ENDOWMENT CAMPAIGN**
Gift from Alec Baldwin inspires development campaign

*Road Less Traveled
Productions
2009 – 2010 Season:*

GRENADINE

World premiere by Neil
Wechsler
Directed by Scott
Behrend
Sept. 11 (Curtain Up)
– Oct. 11

AMERICAN DEAL

World premiere by
Tom Naples & Jon
Elston
Directed by Kyle
LoConti Oct. 30 –
Nov 22

A LIGHT LUNCH

By A.R. Gurney
Directed by Scott
Behrend Jan. 29 –
Feb. 21

**THE GOAT or WHO
IS SYLVIA?**

By Edward Albee
Directed by Derek
Campbell
American Theatre
Masters Series
Selection April 16 -
May 16

INSIDIOUS

By Ibn Shabazz
Directed by Doug
Zschiegner
New Play Workshop
Selection July 22 –
Aug. 1

July 6, 2009, Buffalo, NY- The board of directors for Road Less Traveled Productions (RLTP) announced a campaign to establish an endowment to benefit the theater company. The campaign will aim to raise \$300,000 over three years to provide for the continued future stability of the growing organization.

The endowment campaign was inspired by a generous donation from Alec Baldwin, the Emmy-winning and Oscar-nominated star of “30 Rock” and countless major motion pictures, as well as many other TV and stage credits.

Mr. Baldwin visited Western New York twice in the past three years, both in support of RLTP: in July 2006, he appeared at The Church for a benefit reading of Yazmina Reza’s **Art**, and on February 28th of this year, he was featured in a sold-out benefit reading of David Mamet’s **Speed-The-Plow**, at Buffalo State’s Rockwell Hall Auditorium.

“Alec’s friendship and support has been instrumental to the growth of Road Less Traveled Productions,” said RLTP Artistic Director Scott Behrend. “His generous donation was the impetus we needed to take this exciting next step toward insuring our future as an established cultural institution here in Buffalo.”

Formed in 2002, RLTP is a 501c3 not-for-profits arts organization that has to-date operated through support from ticket sales, donations, corporate sponsorships and grants.

“This Endowment campaign is an effort to insure that RLTP will be producing challenging and unique theatre in Buffalo, not just next season, but for seasons to come,” said Jen Koch-Gibson, Vice-President of RLTP’s Board and Chair of the organization’s Endowment Committee.

Donations to the Road Less Traveled Productions Endowment Campaign may be sent to: Road Less Traveled Productions Endowment Campaign PO Box 542 Buffalo, NY 14205

Road Less Traveled Productions (RLTP) is a professional theatre company dedicated to the development and production of new theatrical works by Western New York playwrights, as well as presentations of esteemed modern dramas of outstanding literary merit. RLTP is located in the Market Arcade Film & Arts Center in the theater district of downtown Buffalo. For ticketing information visit www.RoadLessTraveledProductions.org or call 716.852.5000.

RLTP’s work is made possible through public funds from the New York State Council on the Arts, a state agency.

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