



FOR IMMEDIATE RELEASE
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MIDLAND CENTER FOR THE ARTS Celebrates 40 Years by saying *"Thank You" – 40,000 times!*

MIDLAND – Midland Center for the Arts is celebrating its 40th Anniversary. As part of the season-long fun, the MCFTA staff has pledged to say "Thank You!" to its guests, volunteers and donors – at least **40,000** of them! This is a tall order, but an important way to show our appreciation for the loyalty and hard work of our supporters.

The thank-yous will take many meaningful and personal forms, from stickers and pencils given out to visiting school children, to carnations at specific performances, to other tokens of appreciation that are being kept under wraps for the time being. The goal is to have the program completed by the end of MCFTA's season on August 31, 2012.

"The support of our patrons, donors and volunteers is key to the Center's success. While we can never thank them enough, we hope saying 'Thank You' 40,000 times is a good start," remarks **MCFTA President and CEO Mike Hayes**. "The first thank-yous were made at our Annual Meeting in October, when our volunteer advisory board members received iced sugar cookies numbered sequentially starting at #1. We said 43 thank-yous that evening – that means we have only **39,957** to go!"

For updates on the "40,000 Thank-Yous" effort, profiles of some of the recipients, and to learn more about other activities during MCFTA's 40th Anniversary Celebration – "Art Colors Life" – visit mcfta.org.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, Center Stage Theatre, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, and Music Society – Choral. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at www.mcfta.org.

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