

Did You Know?

The space where the Avalon Café is now located has been the site of several different businesses. Tenants have included:

- ☆ Wise Brothers Dairy Shop (the first tenant)
- ☆ Anita's Beauty Shop (1940's)
- ☆ Caprice and George (1960's)
- ☆ On the Avenue (1970's to 1986)
- ☆ Potomac Video (1986-1994)
- ☆ Alphaville Books (1994-2001)
- ☆ Ben and Jerry's (2003-2007)

Do you have memories of the Avalon that you would like to share? We'd love to hear them. E-mail Susan Kirby at skirby@theavalon.org.

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Avalon Theatre Café Opens!

Premium Local Coffee, Ice Cream, Baked Goods Offered

April 2003 marked the blockbuster opening of the historic Avalon Theatre as a community nonprofit film center. Now, six years later, the sequel – the April 2009 opening of the Avalon Theatre Café.

“The opening of the Café marks another major milestone for the Avalon and fulfills a primary goal of the Board’s strategic plan - to insure that the audience experience is superb and that the Avalon retains and builds on its reputation as the best place to see a film in the DC area,” says Bill Oberdorfer, Executive Director.

The Café, which occupies the space formerly leased to Ben & Jerry’s, features greatly expanded food and beverage options. Filmgoers can enjoy premium, super fresh, hormone free ice cream, hot and cold coffee and espresso drinks, fresh daily, delicious baked goods, sandwiches, salads as well as wine and beer – all while watching another great film at the Avalon.

“The Avalon’s selection of suppliers reflects the mission, values and brand of the Avalon itself – premium quality, independent, local, community oriented, personal and, in the case of Swing’s coffee, an historic Washington, DC icon,” says Andrew Mencher, Director of Programming. Other local suppliers include Moorenko’s ice

cream, Kirsten’s Cafe baked goods, Dish Caterers sandwiches and salads, Dogfish Head IPA (Rehoboth Beach) and Clipper City Stout (Baltimore).

The Avalon hired Kirsten Poole, formerly the owner of Kirsten’s Café in Silver Spring, to be its new Café Manager. Kirsten brings to the Avalon her vast experience as a café owner, baker and caterer. “I am thrilled to be part of the opening of the Avalon Theatre Café which has allowed me to keep alive and well in the DC area many of Kirsten’s Café’s signature items such as cinnamon rolls, scones, muffins, quiche, and mango chutney chicken salad.”

The Avalon Theatre Café is open Monday – Friday at 7am, Saturday and Sunday at 8am for filmgoers or neighbors just looking for a great cup of coffee, ice cream or sandwich.



Photos by Goodman/Van Riper Photography

Legacy Campaign Nears \$1.5 Million

Café and Lobby Improvements Funded

The Avalon is extremely heartened by the progress of the Avalon Legacy Campaign. In spite of the recent economic downturn, we are continuing to receive gifts as large as \$10,000, \$2,500 and many smaller in size. To date, over 1100 donors have contributed nearly \$1.5 million to ensure this neighborhood gem is preserved for future generations. These funds are being used to make important improvements to the theater. The campaign needs the support of all of its patrons and friends to achieve its \$2 million goal.

An independent, non-profit theater, the Avalon is the oldest surviving film center in Washington, DC. Among the most visible early results of the Legacy Campaign is the newly-opened Avalon Theatre Café. Strategic planning revealed that an expanded concession area would be critical to keep the Avalon competitive with other area theaters. The new café achieves that goal and offers a fun new eating spot for the neighborhood.

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Yoo-Hoo, Mrs. Goldberg Opens at the Avalon on July 17th!

Benefit to be Held on Sunday, July 19th

First there was *I Love Lucy* and *Father Knows Best* and later *The Cosby Show* and *All in the Family*. Before all of these classic sitcoms was the ground-breaking and enormously popular family comedy, *The Goldbergs*, starring Gertrude Berg. *Yoo-Hoo, Mrs. Goldberg*, the latest feature movie from award-winning filmmaker Aviva Kempner will have its exclusive showing in the Washington, DC metropolitan area at the Avalon Theatre. A long-time, loyal Avalon supporter, Kempner serves on the Avalon Legacy Campaign Honorary Committee.

Yoo-Hoo, Mrs. Goldberg opens at the Avalon on Friday, July 17. Watch for special screenings featuring introductions by the filmmaker and panel discussions.

A benefit for Kempner's Ciesla Foundation and the Avalon Legacy Campaign will be held at the Avalon on Sunday, July 19. A special reception with the filmmaker is scheduled for 9:30am followed by an 11am screening of the film.

"I am thrilled that the Avalon will be my DC venue for *Yoo-Hoo, Mrs. Goldberg*," says Kempner. "I have dreamed about this debut at the Avalon during the years that I struggled to make this film. So for me I am bringing it home."

The movie explores the life and career of Gertrude Berg, the creator, writer and star of *The Goldbergs*, a popular 1930s radio show and later, a weekly TV program. Berg pioneered the family-based sitcom format that has proven to be television's most durable and popular genre.

More remarkably, she did it by presenting America with an outwardly Jewish family that wore its immigrant heritage on its sleeve. The film also examines the stand Berg took against McCarthyism, when she refused to fire her long-time co-star Philip Loeb. He resigned to prevent the cancellation of the show and later committed suicide.

Born in Berlin, Germany and raised in Detroit, Michigan, Kempner has lived in Washington, DC for over 35 years. She produced and co-wrote *Partisans of Vilna*, a documentary on Jewish resistance against the Nazis. She is the scriptwriter, director and producer of *The Life and Times of Hank Greenberg*, a film about the Jewish slugger who fought anti-Semitism in the 1930's and 40's. It was awarded top honors by the National Society of Film Critics and the National Board of Review, among others.

The Avalon is honored to have been selected by Kempner to screen this wonderful new film. To learn more about the film, the benefit and special programs related to the film, visit www.theavalon.org.

Avalon Theatre Project Board of Directors

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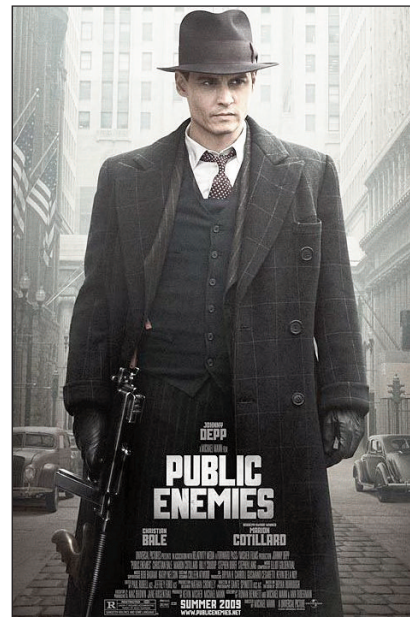
Bill Oberdorfer, ex officio
Executive Director, Avalon Theatre Project

Upcoming Summer Films

So the summer movie season's upon us and we've hit the ground running here at your favorite local theatre! We're thrilled to have been able to play the biggest hit of the summer to date, *Star Trek*, and look forward to yet another hit with Michael Mann's highly anticipated *Public Enemies* starring Johnny Depp, Christian Bale, and Marion Cotillard. Mann is the expert filmmaker whose previous efforts include *The Insider*, *Heat* and *The Last of the Mohicans*. *Public Enemies* is another entertaining biographical film, this time focusing on notorious gangster John Dillinger and the 'Public Enemy' period of American history.

Following *Public Enemies* is, of course, *Yoo-Hoo, Mrs. Goldberg* which we thoroughly expect to be a huge Washington, D.C. triumph for Chevy Chase, DC filmmaker Aviva Kempner. The film opens July 10 in New York, July 17th here at the Avalon, and all around the country in the weeks that follow. We wish Aviva the best of luck in bringing the story of the amazing Gertrude Berg to the rest of the country

A possibility for August, depending on how successful the July films are, is *Julie and Julia*, based on the popular book by Julie Powell; and another possible film for the Avalon includes the exciting new documentary about African musician Youssou Ndour titled *I Bring What I Love*.



Campaign Nears \$1.5 Million

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Other completed Legacy Campaign projects include refurbishment of the Avalon 1 doors, which now include a layer of sound proofing material, shielding filmgoers from distracting lobby noise. The old concession stand has been removed, giving patrons access to both theaters and the Café from anywhere within the lobby. Less visible, but just as critical, aging electrical components and panels have been replaced by brand new equipment.

“We are so grateful to our many generous donors and are truly delighted to see that their gifts are being used to make the Avalon an even more appealing place,” says Campaign Chair, Juliet Zucker. “With the help of our growing legion of fans, we know that all of the Campaign’s goals can be reached.”

Much critical work remains. With additional revenues from the Campaign, the theater plans to update its HVAC system, pay down its mortgage debt, and install an elevator to transport filmgoers to the second floor theater. The Avalon Legacy Campaign continues to sponsor events to familiarize local residents with the exciting happenings at the Avalon and to expand our fundraising base. One such event was “I Voted at the Movies”, spear-headed by NPR’s Susan Stamberg. Home events hosted by fans of the Avalon have been another wonderful way to build interest and raise additional funds.

Please consider making a donation to support this unique theater and neighborhood cultural center. To learn more, including the options for giving, visit www.theavalon.org and click on “Support”.



The Legacy Continues. . .

NPR event supports the Avalon Legacy Campaign!



On the evening of April 6, 2009, NPR’s Susan Stamberg, an Avalon Legacy Campaign Honorary Committee member, was joined by NPR colleagues National Correspondent Linda Wertheimer, Washington Editor Ron Elving, and Film Critic Bob Mondello for a fascinating discussion on politics and film. Appearing before a full house, the NPR personalities showed clips from their favorite political films and offered their views on the intersection of film and politics. Featured films included: *Dave*, *Wag the Dog*, *The Candidate*, and *Milk*. It was a great evening, and, thanks to the generosity of many attending, the Legacy Campaign raised nearly \$5,000!



Generous donors Daniel and Jane Solomon spoke in support of the Avalon Legacy Campaign before the program began.

NPR panel members Susan Stamberg (also above), Ron Elving, Linda Wertheimer, and Bob Mondello discuss their favorite political films before an appreciative audience at the Avalon.



photos by Goodman/Van Riper Photography

Spotlight on Friends of the Avalon: Amy and Andy Mack

Couple Supports Campaign Efforts

Amy and Andrew Mack are passionate about their neighborhood, historic preservation and the movies. So, the couple jumped at the chance to become early major donors to the Avalon Legacy Campaign. Their generous contribution is playing a vital role in helping to establish the Avalon Theater as an anchor in the Chevy Chase-DC community.

For Amy and Andrew, the Avalon Theater is an ideal fit for interests both have nurtured since childhood.

Amy grew up in Queens, where her artist mother and city planner father fostered her enthusiasm for the arts and community building. Amy received a doctorate in clinical psychology and after spending several years working for the DC Department of Mental Health, she now works in the private sector as a project manager evaluating programs funded to address child/youth mental health, criminal justice, and education issues. She serves as a block captain in Chevy Chase and is actively involved with the Chevy Chase Citizens Association. The couple is expecting their first child in July.

Amy is especially passionate about providing a venue for independent film-makers with unique points of view. “Who else is doing that in this city?” she asks.

A native of Cincinnati, Andrew attended Amherst College and then Johns Hopkins SAIS in DC, where he did his masters work in international economics. A seasoned traveler, he has visited or

worked in more than 80 countries while working for the World Bank and now at AMGlobal, the consulting company he founded in 2005. But DC and film – especially international films – have been real constants in

his life. Together with partners Andrew Frank and Jonathan Zuck, in 2000 he opened Visions Cinema Bistro and Lounge in Dupont Circle, showing independent and international films.

“With the passing of Visions in 2004, the Avalon is it!” Andrew says. “It is absolutely about the films, but ambience matters, and part of the experience is where you are.” Andrew sees the Avalon as a gathering place that is “not corporate,” with its “ears open” to a wide range of patrons and to the community.

Sipping drinks in the newly-opened Avalon Café, Amy and Andrew are delighted to see the early results of their investment. Having witnessed the destruction of glorious buildings in New York as a young person, Amy says she would be heart broken if the Avalon was lost. “You can take pride in the Avalon,” adds Andrew. “It’s the community theater where cool things happen.”



Amy and Andrew Mack

New Benefits Make Avalon Memberships Better Than Ever!

Support our wonderful independent, non-profit theater by becoming an Avalon Theatre member. Along with discounts at the box office and priority telephone ticket purchasing, Avalon members will soon receive our latest exciting benefit, the **Avalon Card**. The **Avalon Card** is a reusable gift card for use at the Café to purchase any of our delicious beverages or food items.

Interested in joining or renewing? Membership payments may now be made online through our newly redesigned website. Just go to www.theavalon.org and click on Membership to learn about our benefits and find an easy-to-use online donation form. Questions? Contact us at



membership@theavalon.org or 202-966-2149. The support of Avalon members makes it possible for the Avalon to continue to be a magnificent venue for moviegoers—and an amazing community resource.

Catered Theater Rentals Now Available

Did you know that both Avalon theaters are available for rental for birthday parties, private film screenings, presentations or any other function that can take advantage of the Avalon's audio/visual capabilities? We can also provide catering for your event through our partner, Dish Caterers. For rates and additional information, please send an email to rentals@theavalon.org or contact

Andrew Mencher at  202-966-2149.

Calendar of Fall Events and Programs

Many of our terrific programs are on summer break, but we never stop thinking up fun and entertaining films or events to include down the road. Keep an eye on our website at www.theavalon.org or better yet, subscribe to our weekly eNewsletter so you can stay on top of all things Avalon!



Lions of Czech Film Series meets every 2nd Wednesday of the month. The next meeting is Wednesday, July 8, 8PM. The film is TEDDY BEAR.



The French Cinémathèque Series meets every 3rd Wednesday of the month. The next meeting is Wednesday, July 15, 8PM. The film is CAPTAIN AHAB.



The program will start up again in August with some family friendly films AND a return of the super-popular, and super-silly THE GREAT ZUCCHINI!



Two or three extremely different films are possibilities for our newest program. We're still coordinating with filmmakers their attendance which is an integral part of the In Focus program



We expect to announce new programs with our friends at OASIS soon and starting Sunday, September 27, the fall season of the popular sneak-preview film society THE CINEMA CLUB (formerly know as the Key Sunday Cinema Club) will again preview many of the fall's best films.



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