

November 17, 2011

Dear Avalon Neighbor,



We are writing to ask for your support of Washington DC's very special film center, the historic Avalon Theatre located in Chevy Chase, DC. As stewards of our community's historic theater, we are asking our supporters and neighbors to donate to the 2011 Annual Fund Drive. Each year we must raise about 10% of our operating budget through donations from contributors like you. We have set a goal to raise \$100,000 by December 31! Contributions to the 2011 Annual Fund will ensure that the theater's starring role as a community film center and an important metropolitan DC cultural resource continues.

★ Exceptional Films on the Historic Avalon's Big Screen ★

The Avalon's 2011 first run film offerings were highlighted by a diverse group of exceptional indie films including foreign films (*Poetry* (Korea), *Silent Souls* (Russia), *Outside the Law* (Algeria), *Queen to Play* (France), *Bride Flight* (Netherlands)), documentaries (*Bill Cunningham New York* and *The Whale*) and the surprise hit, *The Way*. The Avalon's unique programming strategy also brought in quality studio films such as *The Help*, *The Debt*, *True Grit*, *Ides of March* and *J. Edgar*. The Avalon's top grossing 2011 films (so far) are:

Avalon's Top 3 2011 Studio Hits



Avalon's Top 3 2011 Indie Hits



Now Playing:



★ Avalon Special Programs Reach Out to Our Community ★

As an independent film center, it is our mission to develop and offer exceptional special programs, film festivals and events that appeal to the many movie-goers in our community who love to see unreleased indie and international gems. Your contribution helps fund these special community programs.

The Avalon has become the place to see international film in the DC area! In 2011 we added **Reel Israel DC** to our ever popular **World Wide Wednesdays** program that included **French Cinémathèque**, **Lions of Czech Film** and **Panorama of Greek Cinema**. We hosted several film festivals including **FilmFest DC**, the **Washington Jewish Film Festival**, and the **Environmental Film Festival**. Our Saturday morning **Weekend Family Matinee** program hosted live events including local musicians, the RTTs, and magician/comedian, **The Great Zucchini**, and featured the exclusive DC screening of *Nocturna* in conjunction with the Kids Euro Festival. The Avalon's growing senior program, **Senior Cinema Thursday**, continued to attract sponsors. Among the highlights was a special screening of the terrific film, *Hey Boo*, *Harper Lee* and *'To Kill a Mockingbird'*. The sneak preview and film discussion series, **The Cinema Club**, has become a Sunday morning mainstay for local cinephiles.



★ Avalon 2 HVAC System Replacement ★

Thanks to **Avalon Legacy Campaign** donors, a year does not go by at the Avalon without a major building improvement. By the time you receive this letter, we expect to have replaced the 40+ year old Avalon 2 HVAC system that failed over the summer causing a one week closing of the upstairs theater. The new system will be more efficient, (way) more reliable, greener and quieter.

★ The Avalon Needs Your Support! ★

We're working incredibly hard to sustain an important part of Washington's history. The Avalon's dynamic on-screen films and programs, presented in our beautiful historic theater, make film viewing at the Avalon a truly unique experience worthy of your support! **With your much needed contribution, the Avalon will remain DC's most vibrant film center right here in the heart of Chevy Chase.**

On behalf of the Avalon's Board and Staff, we wish you and your family a very happy holiday season!

*Debra Yogodzinski*

Debra Yogodzinski, Board Chair

*Bill Oberdorfer*

Bill Oberdorfer, Executive Director

P.S. Please consider making a 2011 contribution of \$100 or more to the Avalon's Annual Fund. Contributions to the Avalon Theatre Project are fully tax-deductible and can be made by mail or online ([www.theavalon.org](http://www.theavalon.org), click on **Avalon Annual Fund**).

**Yes!** I want to make a tax-deductible contribution to the Avalon's Annual Fund.

Sign me up for weekly email updates on upcoming Avalon films and events!

preferred  My check (payable to Avalon Theatre Project) is enclosed for:  Please bill my MasterCard or Visa card for:

\$50  \$100  \$250  \$500  \$1000  Other amount: \$ \_\_\_\_\_

CARD #: \_\_\_\_\_ EXP: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**Thank You!**  
**Detach and mail in enclosed envelope or send to:**  
**The Avalon Theatre Project**  
**5505 Connecticut Ave NW #226**  
**Washington, DC 20015**  
**[www.theavalon.org](http://www.theavalon.org) • 202-966-2149**

Scan this QR code to navigate directly to our donation webpage!

