

FORMAL OPENING
DAW THEATRE
TAPPAHANNOCK, VA.

Time 7:30 and 9:15.
Matinee Saturday 3:00 P. M.
Admission 10c and 25c

Thurs., Fri., Sat., Feb. 2, 3 and 4
"Kentucky"

STARRING
**Loretta Young, Richard Green
Walter Brennan**

Photographed in Technicolor.
Selected Shorts Added.

All Roads Lead to The DAW – Where Friends Meet Friends



We're not just bringing a 1930s-era theatre back to life.

We're bringing the arts to Tappahannock, the Middle Peninsula and the Northern Neck. We're creating the space to make lifetime memories. We're opening the door for opportunity to grow in the downtown district of Tappahannock. We're cultivating a love for the arts in future generations.

And you can help!

152 PRINCE ST, TAPPAHANNOCK, VA 22560
THEDAWFOUNDATION.ORG



HISTORY OF THE DAW THEATRE

Located in the historic district of Tappahannock on Prince Street, The DAW Theatre originally opened in February 1939 (its opening film was “Kentucky”) and was named for its owners E.M. Doar, H.S. Atkinson, and R.B. Wallace. During the height of its popularity, the 500-seat Art Deco-style theatre drew audiences from all across the Tidewater.

Programming in a small-town theatre is always difficult, but The DAW Theatre went out of its way to not only bring the best films as soon after their release as possible, but also worked to include a variety of live performances as well as community service engagements such as fashion shows, eye screenings, chest xrays, and women’s club meetings.

Stage Shows and Vaudeville dominated in the 1940s.

On August 27, 1949, The DAW was nearly gutted by fire, believed to have been started by someone smoking during a radio performance on stage. The theatre was quickly restored and reopened to the public less than three months later, on November 16, 1949.



OUR VISION FOR THE DAW THEATRE

This vision for renovating and reopening The DAW Theatre is not just about a building. It’s about what the building – a tool – does for the community.

We envision an arts center where possibilities are only limited by the community’s imagination.

We imagine:

- Movies at the DAW
- Performing Arts
- Comedy, Plays & Musicals
- Dance and Variety
- Broadcast Performances
- Community Theatre
- Local Children’s Theatre
- After School Programs
- Learning Programming
- Educational Dialogues

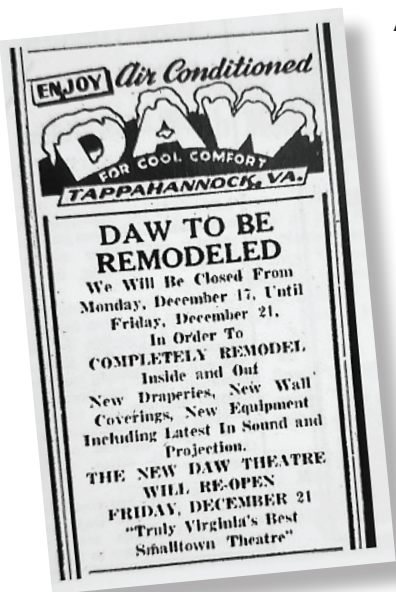
Air conditioning was added in the 1950s and that became, for years, an added benefit of seeing shows at The DAW – in cool comfort. Even the newspaper advertisements showcased it!

In the 1970s, The DAW was chosen as the first small-town theatre in Virginia to show “The Godfather” and “Jaws.”

In 1982, The DAW was completely renovated and served as the community’s movie theatre until the doors were shut permanently in the late 1990s following the showing of “Titanic.”

The building was gutted in anticipation of a full renovation, but efforts stalled and The DAW has remained a hollow shell of steel

and concrete...until now!



HELP US BRING THE ARTS TO THE PEOPLE

Through generous donations, corporate sponsorships and grants, \$3.5 million will be raised to fund the restoration of The Daw Theatre. Here's how you can pledge your support.



LEADING STAR \$100,000

As a Leading Star in the restoration of The DAW Theatre, your name will be forever embossed in a Hollywood Walk-of-Fame style star on our new Sidewalk of Fame just outside the theatre doors. **6 AVAILABLE**



SHOWING NOW \$50,000

Play a commanding role whenever a movie, musical act, play or entertainer takes the stage at The DAW Theatre. Your name will be displayed on a plaque over one of the two display cases under the theatre's marquee. **2 AVAILABLE**



GET YOUR TICKETS \$50,000

Everyone needs a ticket to get into The DAW Theatre, which means everyone will see your name on a brass engraved plaque hanging over the ticket booth. **1 AVAILABLE**



SNACK TIME \$50,000

Get your popcorn! Peanuts! Candy! What's a show without a snack? And what's a concession stand without your name on it? Your name will be embossed on a plaque behind the counter. This is one sweet deal! **1 AVAILABLE**



INTERMISSION \$50,000

If you're looking for a starring "roll" at The DAW Theatre, this is your chance. Receive your name on a plaque in both the men's and women's lounges, a spot where everyone is willing to wait in line. **1 AVAILABLE**



NAME IN LIGHTS \$25,000

Ever dreamed about your name in lights? Make it possible by making our dream possible. In the restored DAW Theatre, your name will welcome all who visit The DAW on a beautiful backlit Wall of Fame sign inside the restored lobby. **10 AVAILABLE**



DATE NIGHT \$10,000

Profess your love by honoring your sweetheart by getting your names embossed on a brass plaque on a beautiful loveseat in the first or second row of the new DAW balcony. **20 AVAILABLE**



TAKE YOUR SEAT \$5,000

Honor a family member, loved one, colleague or friend with an engraved brass plaque on a state-of-the-art theatre seat that will be created in a style similar to The DAW Theatre's original 1930s décor. **100 AVAILABLE**



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**P.O. BOX 971
TAPPAHANNOCK, VA 22560**

**DANA@THEDAWFOUNDATION.ORG
520-661-4523**

The DAW Theatre Foundation is a 501(c)3 non-profit organization. Your contributions will enable us to support our mission and reopen The DAW Theatre. Thanks to The DAW Theatre Feasibility Study prepared by Gerdman Management Group, LLC, The DAW Theatre Foundation has a roadmap to guide the construction, revitalization, development of programming and launch of a renewed theatre operation.