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**THE LONGACRE COMPANY HELPING DREAMS BECOME REALITY FOR NEW TRI-COUNTY PERFORMING ARTS CENTER IN POTTSTOWN**

**Boyertown, PA** – (March 08) **The Longacre Company** has been awarded the contract for the installation of Electrical, HVAC and Fire Protection services for the new **Tri-County Performing Arts Center** (TriPAC) in Pottstown. Construction began in February at the 245 High Street address; a building that the TriPAC officials feel is ideally suited for their purpose in terms of size, structure and location.

"We are honored to have been chosen to install the Electrical, HVAC and Fire Protection services in this new Center, one that contributes greatly to the revitalization of downtown Pottstown," said Steve Longacre, Vice President of The Longacre Company. "It's always extremely rewarding to our staff and management when we can play an important part in the construction of a notable facility such as the Tri-County Performing Arts Center. Through this new facility, the surrounding communities will receive cultural wealth and positive inspiration for decades to come."

The TriPAC is an undertaking of **Village Productions**, a dynamic nonprofit performing arts organization founded in 2001 by a dedicated team of professional and amateur performing artists, art educators and area residents who dreamed of creating new and highly accessible performing arts opportunities for the community. Daryl Hall of **Hall & Oates** fame is the Honorary Chairperson of the project and International Pop artist Romero Britto is the Honorary Co-Chairman.

According to Village Production's website, Daryl is excited about the opportunities that a Performing Arts Center will provide to our residents who seek expression and connectedness through the performing arts, and is in full support of the Tri-County Performing Arts Center Project. Romero Britto is providing an original painting to Village Productions that will serve as the basis for the Tri-PAC lobby mural, as well as a sculpture for downtown Pottstown and a "sister" work to Walnut Street Theatre in Philadelphia, the country's oldest continuously running theater company with over 53,000 subscribers annually.

"We are excited about the opening of the new performing arts center in September," said Marta Kiesling, Executive Director. "The Center will allow us to bring a much broader array of educational and performance opportunities to our region for all ages.

"The Performing Arts Center will be a creative hub where area residents can enjoy participating in multiple capacities: as audience members experiencing entertaining and thought-provoking live performance; as students daring to explore their imaginations and demonstrate their personal

artistry, as on-stage performers and production team members working together to create the most collaborative of art forms, and as volunteers and supporters helping to sustain this important nonprofit endeavor as an important new resource for the region. We are extraordinarily grateful to the entire community for continuing to provide the financial support necessary to see this significant project come to fruition.”

According to Kiesling, the building renovation is intended to create flexible performance and educational space appropriate for the three main areas of the performing arts including theater, music and dance. Village Productions organizers anticipate a September, 2008 opening. The main floor of the TriPAC will include a main stage “black box” theater space with approximately 200 seats along with a lobby area, retail and concession space and box office.

The second floor of the complex will include three contiguous rehearsal rooms with flexible room dividers that convert to a second stage or reception and performance area. Also included on this floor will be several individual instructional studios, administrative offices, restrooms, a conference room and a warming kitchen.

The lower level of the TriPAC will include individual instructional studios, the main restrooms for the performing arts center, costume shop, prop room, scene shop, green room and variously sized dressing rooms to accommodate multiple simultaneous performances within the facility.

#### **ABOUT THE LONGACRE COMPANY**

The Longacre Company of Bally, PA has served the commercial, industrial, and residential needs of Southeastern Pennsylvania residents since 1922. From electrical, plumbing, heating & air conditioning and fire prevention installation and maintenance to complete kitchen and bath remodeling and floor covering; The Longacre Company has soundly established itself as one of the foremost versatile, trusted and reliable service-dedicated companies in the region.

Additional information on The Longacre Company can be found on the Web at [www.longacreco.com](http://www.longacreco.com) or by calling 610-845-2261.

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