

# RUTH ECKERD HALL

RICHARD B. BAUMGARDNER CENTER FOR THE PERFORMING ARTS

## PRESS RELEASE

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### The Marcia P. Hoffman Performing Arts Institute at Ruth Eckerd Hall Announces FRED TRAVALENA SCHOLARSHIP AND TUITION ASSISTANCE PROGRAM

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**July 7, 2009, Clearwater, FL** – Ruth Eckerd Hall and The Marcia P. Hoffman Performing Arts Institute announced today the creation of the Fred Travalena Scholarship and Tuition Assistance Program created in honor Mr. Travalena who passed away late last month.

“Our staff and patrons of Ruth Eckerd Hall were fortunate to have Fred grace our stage and entertain us with his expert impressions, music and wit on many occasions,” said Robert A. Freedman, President and CEO of Ruth Eckerd Hall. “The joy and laughter he brought to us will long remain cherished memories. Fred was always generous with his time and talent, assisting our staff, attending Education and Main Stage performances, speaking at Ruth Eckerd Hall presenter functions and fundraising events. His legacy will continue on with the formation of this scholarship and tuition assistance program.”

Known for his acting, singing and songwriting, this variety performer was the recipient of a star on the Hollywood Walk of Fame and USO entertainer of our troops abroad. Fred has been honored with the Congressman’s Merit Award for his support of the POW and MIA cause, was named Best Singer by the All Army Entertainment Award, and was recently asked to lay a wreath at the Tomb of the Unknown Soldier in Arlington National Cemetery on behalf of the USO. Because of Fred’s special relationship with and commitment to our military, this new Scholarship and Tuition Assistance Program is being created to serve the families of those serving in our armed forces. It will provide opportunities for members of military families to study music, drama and/or dance at The Marcia P. Hoffman Performing Arts Institute at Ruth Eckerd Hall.

When informed of the scholarship, Fred’s wife Lois responded, “The Scholarship is so very special and meaningful. What a wonderful tribute to Fred.”

Donations to help fund the Fred Travalena Scholarship and Tuition Assistance Program will be gratefully accepted. Checks payable to Ruth Eckerd Hall, Inc. and mailed to:

Fred Travalena Scholarship and Tuition Assistance Program  
Ruth Eckerd Hall  
1111 McMullen Booth Road  
Clearwater, FL 33759

“It is our hope that this new program in Fred Travalena’s honor will provide important assistance to local military families and will stand as a lasting memorial to one of America’s great entertainers,” concluded Freedman.

*Ruth Eckerd Hall and the Ruth Eckerd Hall Foundation are 501(c)(3) not-for-profit organizations.*

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