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Times, Straz Center Form Partnership

Tampa Bay's favorite newspaper is the official media partner for the Straz Center

TAMPA BAY, Fla. – The *St. Petersburg Times* and the David A. Straz, Jr. Center for the Performing Arts – both leaders in their fields – have reached a marketing partnership.

The *Times* is Florida's leading newspaper and Tampa Bay's favorite.

The Straz Center is a five-theater complex, with its largest theater – the Carol Morsani Hall – being named by *Billboard* magazine as one of the top five most-attended venues in the world for the past decade.

Both organizations said they would benefit from access to the audience of the other partner.

The *Times* has its Hillsborough County headquarters across the street from the Straz Center. “We have been neighbors with the Straz Center, and now we will be partners,” said Paul Tash, chairman and CEO of the *Times*. “We have long admired their commitment to excellence. They are a great regional asset.”

Now nearly 25 years old, the Straz Center offers a variety of programming from the best of touring Broadway, concerts and comedy, dance and drama as well as grand opera.

“We’re very pleased to become marketing partners with the *Times*,” said Judy Lisi, president and CEO of the Straz Center. “Their reach across the entire region and many joint marketing initiatives provide a great opportunity for us.”

The deal is the latest in a portfolio of marketing partnerships between the newspaper and major institutions in the Tampa Bay region, including Ruth Eckerd Hall in Clearwater. The newspaper put its name on the St. Pete Times Forum in downtown Tampa and has major sponsorships with the Tampa Bay Lightning, Tampa Bay Rays, International Plaza, WestShore Plaza, the Florida Orchestra, and the St. Pete Grand Prix.

About the St. Petersburg Times

The *St. Petersburg Times* is widely considered one of the Top Ten newspapers in America. The Times has won eight Pulitzer Prizes and is produced by the Times Publishing Company, which also publishes **TampaBay.com** - Tampa Bay's largest local news Web site with nearly 1.6 million unique visitors each month (Nielsen NetView six-month average for 01/11-06/11). Additionally, the company publishes the free daily *tbt** **Tampa Bay Times** and the Pulitzer Prize-winning Web site, **PolitiFact.com**; and produces special events, specialty publications, and targeted advertising programs.

About the David A. Straz, Jr. Center for the Performing Arts

The David A. Straz, Jr. Center for the Performing Arts is a not-for-profit facility that opened in downtown Tampa in 1987 with three theaters. Later expansion added a fourth theater and then a fifth with the opening of the Dr. Pallavi Patel Performing Arts Conservatory in December 2004, which added 45,000 square feet to the existing building. In addition to five theaters and the Patel Conservatory, the Straz Center has three on-site restaurants. The building is owned by the City of Tampa and run by a board of trustees. The Straz Center maintains three web sites: www.strazcenter.org, www.patelconservatory.org, www.operatampa.org.

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