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### 01/27/1986 - Brighten O'Brien Fund Drive

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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

news

L/A

January 27, 1986

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FOR IMMEDIATE RELEASE

CHARLESTON, IL--The successful completion of Eastern Illinois University Foundation's \$440,000 Brighten O'Brien fund drive and the acceptance of an \$80,000 gift from the N.E. Tarble family for a newly created endowed program, Excellence in the Fine Arts, was announced by President Stan Rives Monday night (Jan. 27) at the 2nd annual President's Club dinner in the University Union Grand Ballroom.

Brighten O'Brien is the first capital improvement project within the EIU Foundation's \$5 million five year Tenth Decade Campaign.

Rives also announced that \$878,992 had been raised by the Foundation in its first year of the campaign, and \$207,061 of that was from alumni.

"On behalf of the Board of Governors, I offer a hearty commendation to the Eastern Illinois University Foundation and its staff in the first year of your Tenth Decade Campaign," Mrs. Nancy Froelich, Gridley, vice-chair of the BOG, told the President's Club members.

"The attainment of 17.6 percent of your five million dollar goal is a remarkable achievement. Even more remarkable is the more than 84 percent increase in individual giving that was reported at our last Board meeting," she said.

Dr. Tom Layzell, executive director of the BOG, said, "I join with Nancy in bringing you congratulations from the BOG and its staff. To be able to raise close to \$1 million by now seemed impossible a year ago.

"Your fulltime development efforts here are certainly impressive when you think of the infancy of the program."

Membership in the President's Club is open to any individual who donates \$1000 annually or any corporation which gives \$5000 annually. Money is utilized for various purposes. "Most is donated for individual projects within the Foundation," said Rives.

Brighten O'Brien

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in this state believe in this project and its value to not only the University but the entire region," said Edgar.

"The addition of lights will help in the retention of the state high school track meets and the St. Louis football Cardinals. It will provide an opportunity for night football and expand other University activities that could be held after dark in O'Brien Stadium.

"I want to thank the campaign committee and the people all over the state for their loyalty to the University," said Edgar.

The successful bidder for installation of lights is expected to be announced at the February Board of Governors meeting.

Certificates of Appreciation were presented to Edgar, Mary Ann Uphoff, Dorans, president of the Foundation; Jim Roberts, Fairbury, vice-president of the Foundation and Chairman of the Tenth Decade campaign; Marge Hutton, Charleston, past president of the Foundation; and Charles Ross, EIU Director of Development.

The Collegians, an EIU music/dance group under the direction of Robert Hills, provided entertainment.

Brighten O'Brien

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"We had 44 charter members join in 1985. Thirty seven of 42 members from 1984 repeated their donation this past year so as of December 31 we have 81 active members of the President's Club," said Rives.

The Tarble family, who previously contributed more than \$1 million toward construction of the Tarble Arts Center, has said it plans to match its \$80,000 gift in each of the next two years.

The ultimate goal of the endowment is to raise \$1.5 million which would provide scholarship assistance to students in the departments of art, music and theatre arts.

"We are especially appreciative of the continued support of the fine arts by the Newton Tarble family," said Rives. "Their financial assistance has contributed greatly towards funding fine arts programs at EIU and towards providing art facilities which serve the east central Illinois public."

The 'Brighten O'Brien' project includes the addition of lights and replacement of the artificial track at O'Brien Stadium, renovation of the pressbox, installation of a new flag and artificial turf on the sidelines.

"I want to express my sincere appreciation to Secretary of State Jim Edgar, who chaired this fund drive. His effective leadership led to a successful conclusion for this capital improvement project," said Rives.

The University and American Legion combined to provide \$240,000 for the track and flag while \$200,000 was raised from the private sector, Rives explained to the 99 people in attendance.

Cash contributions and pledges to contribute or raise funds "have put us over the top. I would like to thank everyone who's given and/or pledged to raise money for Brighten O'Brien," said R.C. Johnson, athletic director.

"We look forward to beginning the additions and renovations this summer, and now will direct our effort to the 'Make Room for Art' campaign," Rives said.

"We had 367 contributors to Brighten O'Brien, which is evidence that people