



FOR IMMEDIATE RELEASE

## NATO AND PIONEERS ASSISTANCE FUND ANNOUNCE MOVIE THEATER WORKER EMERGENCY FUND *\$2.4 Million Initial Fund; Available Now*

(Washington, D.C. and Los Angeles, Calif. - 30 March 2020) The National Association of Theatre Owners (NATO) and the Pioneers Assistance Fund (PAF) today announced the creation of an initial \$2.4 million fund to provide much needed financial assistance to movie theater employees who need help due to the COVID-19 pandemic.

The grant program is Phase 1 of an eventual two-phase assistance program. Phase 1 will provide a stipend to any theater workers who meet specific criteria. Phase 2 is being developed and will expand assistance to a larger group of people who work in the motion picture industry, in the event the current crisis continues for an extended period of time.

Basic eligibility requirements for the Pioneers Assistance Fund COVID-19 Emergency Grant (Phase 1) is an individual has worked in theatrical exhibition for a minimum of five (5) years.

We encourage all members of the motion picture industry who have the ability to make a much-needed contribution today\*. Your donation will support film industry members who are struggling to mitigate the personal and professional impacts of the COVID-19 crisis.

Please visit [www.wrpioneers.org](http://www.wrpioneers.org) to apply for an emergency grant or to make a donation.

**\*Note:** The economic stimulus, the CARES Act, includes a provision that creates a universal charitable deduction for at least one year. The stimulus also eliminated the 50% adjusted gross income limitation for charitable deductions from individuals and increased the Adjusted Gross Income limit for corporations from 10% to 25% of their taxable income for 2020.

## **ABOUT THE WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION**

Named after one of the greatest humanitarians, philanthropists and entertainers – Will Rogers – the Will Rogers Motion Picture Pioneers Foundation perpetuates his legacy through the works of three programs, Brave Beginnings, the Will Rogers Institute and the Pioneers Assistance Fund.

The Pioneers Assistance Fund provides financial assistance and supportive counseling to members of the motion picture industry who are encountering an illness, injury or life-changing event. The Pioneers Assistance Fund is the only industry program that provides both short-term and long-term assistance to veterans of the motion picture entertainment industry. The Fund not only assists members with their immediate needs, but also identifies and supports the groundwork necessary for members' ongoing success.

## **ABOUT NATO**

The National Association of Theatre Owners is the largest exhibition trade organization in the world, representing more than 33,000 movie screens in all 50 states, and more than 32,000 additional screens in 102 countries worldwide.

Headquartered in Washington, D.C., with a second office in Los Angeles, California, NATO represents its members in the heart of the nation's capital as well as the center of the entertainment industry. From these vantage points, NATO helps exhibition influence federal policy-making and work with movie distributors on all areas of mutual concern, from new technologies to legislation, marketing, and First Amendment issues. [www.natoonline.org](http://www.natoonline.org)

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