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FOR IMMEDIATE RELEASE

Neighbors Launch an Affair to Remember

The Orpheum Theatre selects Jajo Inc. to help with bold, new fundraiser

WICHITA, Kan. (July 21, 2009) — The Orpheum Theatre has chosen Jajo Inc. to help launch a new event benefiting the ongoing restoration of the historic theatre.

Jajo will assist with branding, promotion and social-networking initiatives of the new fundraiser, The Red Chair Affair. The Red Chair Affair is a benefit for the Orpheum Theatre in which chairs of all shapes and sizes will be on display and available for bid. Featuring hand-crafted chairs designed by local artists, The Red Chair Affair is an evening of food, drink, fashion, art, music and festivity. The event culminates in a live auction, door prizes and more.

"We are truly blessed to be the recipient of the direction — the talent being provided by Jajo and its marketing and creative professionals," said Mary Eves, president, Orpheum Centre for the Performing Arts, Ltd.

Opened in 1922, the Orpheum Theatre in Wichita, Kan. represents one of the finest remaining examples of atmospheric school of theatre architecture developed during the first part of the 1900's. In 1980 the Orpheum was placed on the National Register of Historic Places, and in 1984 it was gifted to the Orpheum Performing Arts Centre, Ltd., a non-profit corporation that is dedicated to the preservation, restoration and ongoing utilization of this important part of our cultural and architectural heritage.

"The Orpheum Theatre renovation is near and dear to our agency," said Steve Randa, Jajo managing partner. "Not only are we located in the Orpheum office building, we share the mission and vision of the group. We are committed to doing our part for the community by preserving a historically significant asset."

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The money raised from The Red Chair Affair will assist with the continued

restoration and operation of the Orpheum Theatre. The specific restoration could include a lift for the stage replacing a 50-year old 30-foot ladder needed for lighting; runner and legs (black curtains that are needed to mask equipment and scenery that is onstage during a performance and minimizes distractions from the wings); and traveler, a mid-point curtain on the stage.

For more information about the event or to register a chair, call the Orpheum office at 316.263.0884, visit www.wichitaorpheus.com, become a fan of The Red Chair Affair page on Facebook or follow updates on Twitter @redchairaffair.

About Orpheum Theatre

From the moment it opened its doors on September 4, 1922, the Orpheum Theatre brought excitement to downtown Wichita. Now nearly 90 years later, the magnificent Orpheum is still "Lighting Up Broadway" bringing that same magic to the stage and excitement to downtown. For more information, visit www.wichitaorpheus.com.

About Jajo Inc.

Jajo Inc. is a full-service advertising, marketing and public relations agency located in Wichita, Kan. The agency's key client relationships include Dean and Deluca, Delta Dental of Kansas, Hawker Beechcraft Corporation, Menasha Packaging Company and more. For more information about JajoInc., visit www.jajo.net.

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