

PRESS RELEASE – Feb. 9, 2007

For more information, please contact:
Shelley Johansson, Marketing Manager
Johnstown Area Heritage Association
P. O. Box 1889
Johnstown, PA 15907
(814) 539-1889 x 308
sjohansson@jaha.org

Pasquerilla Enterprises makes \$350,000 contribution to FolkFest endowment

Johnstown, PA --- The Johnstown Area Heritage Association (JAHA) announced today that in keeping with his long time commitment to the Johnstown Area Heritage Association, Mark E. Pasquerilla is making a \$350,000 contribution to the endowment for the Johnstown FolkFest. JAHA hopes to raise a total of \$1 million for the endowment, which is part of the organization's current \$9 million capital campaign.

Mr. Pasquerilla said, "This is a wonderful event enjoyed by the entire region. The Folk Fest has become an anchor event of the Labor Day weekend, which has evolved into the Johnstown area's homecoming weekend. This contribution to the endowment will assist in preserving this wonderful celebration."

The FolkFest began in 1990 when JAHA, in cooperation with city and commonwealth officials, brought the National Folk Festival to Johnstown. In 1993, JAHA began producing the event on its own as the AmeriServ Johnstown FolkFest. The event, which is held over Labor Day weekend, brings nationally and regionally known performers from a broad range of musical genres to the area. The festival features free admission and is supported by sponsors, including title sponsor AmeriServ Financial.

"The FolkFest has become such an important event on Johnstown's cultural calendar, and brings many people here to visit," said Richard Burkert, executive director of JAHA. "The purpose of the endowment is to help underwrite the expenses of the festival, which is free but very expensive to produce. JAHA is deeply grateful to Mark for this generous gift."

Mark Pasquerilla, known for his numerous philanthropic activities throughout the country, is the CEO and Chairman of Pasquerilla Enterprises, Inc. headquartered in Johnstown, Pennsylvania. Mr. Pasquerilla, a lifelong resident of Johnstown, has been financially and politically instrumental in advancing the progress of the Johnstown community for many years.

For more information about the Johnstown Area Heritage Association or the AmeriServ Johnstown FolkFest, visit JAHA's Web site at www.jaha.org. JAHA, a non-profit, membership-based organization, also owns and operates the Johnstown Flood Museum, Frank & Sylvia Pasquerilla Heritage Discovery Center and the Wagner-Ritter House & Garden. A Children's Discovery Museum is currently under construction. In addition to the AmeriServ Johnstown FolkFest, JAHA produces a variety of cultural programs throughout the year, including 1889 flood commemorative events, lectures, the Johnstown Film & Wine Festival, and other events.

Preserving Our Heritage: Revitalizing Our Community
The Campaign for the Johnstown Area Heritage Association

The campaign is divided into three parts, as follows:

1. Johnstown Children's Discovery Museum

- Completion of the Heritage Discovery Center building: \$4,750,000
- Endowment for the Children's Discovery Museum: \$1,000,000
- TOTAL: \$5,750,000**

Included in this portion of the project:

- Johnstown Children's Discovery Museum
- Education programs for local elementary schools
- Classroom space and multimedia theater
- Café
- Renovation of office space

2. Development of Festival Park/FolkFest Endowment

- Phase I of Festival Park Development \$1,600,000
- FolkFest Endowment Fund \$1,000,000
- TOTAL: \$2,600,000**

Included in this portion of the project:

- Development of the "Stone Bridge Stage Site"
- Permanent landscaping of site
- Streetscape improvements to Walnut Street area
- Improved access to utilities
- Endowment for FolkFest program

3. Upgrading and Renovation of Johnstown Flood Museum

- Upgrades and renovation **TOTAL: \$ 650,000**

Included in this portion of the project:

- Upgrade of exhibit, including animated map and video
- Upgrade of media technology, including digitization of film
- Refurbishment of HVAC system

TOTAL CAMPAIGN: \$9,000,000
TOTAL RAISED AS OF FEB. 9: \$4,714,700 (52%)

LARGEST GIFTS TO DATE:

Dr. Sidney & Mrs. Rae Goldblatt	\$1,500,000
Comm. of Pennsylvania match	\$1,500,000
Richard King Mellon Foundation	\$ 500,000
Pasquerilla Enterprises	\$ 350,000