



Joyo regulars lend hand in fundraising event

Those passing by the Joyo Theater July 23-25 can expect to see more than just the weekend's billing on the theater's marquee.

Cast members and fans of the Joyo's weekly rendition of "The Rocky Horror Picture Show," will be perched upon the sign as a gesture of appreciation for the historic theater.

The "Rocky Horror" fans want to raise \$6,000 to help Joyo owners, Dwight and Donna Carter, repair the marquee's roof, said Geri Powell, who co-organized the event with her husband Mike.

"Dwight has done a lot of work to the Joyo," Powell said, "but the 'Rocky' regulars knew this was one thing he couldn't do himself."

Beginning Friday at 6 p.m., shifts of two people will occupy the marquee until 10 p.m. Sunday, Powell said. At least 10 people have volunteered to take part in the project.

"At first, she said, "I joked around with the idea of having a car wash. But then I asked, 'What better way is there

to draw attention then to make a complete fool of yourself?'"

People are encouraged to attend the weekend's showings of "The Wizard of Oz" and create as much of a party atmosphere as possible, she said. Those who donate money will be given the opportunity to throw a water balloon at the marquee dwellers.

Dwight Carter said he has appreciated the Powells' for their efforts while taking part in the Joyo since he and his wife purchased the theater in January of 1998.

"They have always been excellent fans," Carter said. "They believe in something and want to do anything possible to help."

An example of their loyalty, he said, was when the couple decided a year ago to put a donation jar for theater renovations on the counter of the concession stand. The jar raised almost \$2,000 and helped pay for the Plexiglas that now protects the marquee.

Along with the recently installed

Plexiglas, Carter said, new lights have been added to the marquee. Neon will also be installed, but it will have to wait until the roof project is complete.

Carter expressed the importance that the roof project will have on the overall make-up of the theater.

"As soon as the roof and neon projects are done," he said, "the theater will be more appealing and people will want to come on in. Once they get in the door, they will like what they see."

Carter said he's hoping to return the theater to its original classic look.

"If a person were to take a picture of the renovations (to the marquee), and then compare it to a picture of a marquee from the 30s, they would think they were looking at the same type of old-fashioned marquee."

This sense of nostalgia is what Powell is also anticipating.

"We're hoping there will be 6,000 people with memories from this theater that will want to donate \$1," she said. "If this is the case, then we'll have enough money."

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