

# MEDIA RELEASE

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## ANONYMOUS DONATION GIVES BOOST

**Prince Edward County, ON, (June 20, 2009):** Festival Players of Prince Edward County is delighted to announce the arrival of a generous charitable donation. The donor, who wishes to remain anonymous, has offered \$20,000 in the hopes that this will inspire others to step forward at a similar level of support.

“I nearly fell off my chair. Seriously. That’s not the kind of thing I expected to get in the mail,” says Artistic Director Sarah Phillips. “I can’t tell you what that means to us. To know that someone feels so strongly that this thing has to continue, that the show has to go on, that they’re willing to donate that amount of money. It’s huge. We’re humbled and incredibly grateful. This is a giant step in the right direction.”

Letters requesting financial assistance from past Festival Players patrons and donors were mailed out last week. Response has been very positive, as a stream of donations has started flowing through the theatre office. Notes of encouragement, praising past shows and bemoaning the lack of government funding available to small arts organizations, have accompanied personal cheques. Others have taken advantage of the ease of online donations through the theatre company's website.

With the addition of this anonymous donation, the Festival is suddenly almost halfway to their fundraising goal. Time is of the essence. Individuals and companies can still answer the call to help keep the struggling theatre company afloat. As Festival Players is a registered charity, these gifts qualify for a charitable tax receipt. Early donors are also recognized in the season's theatre program.

Requests to the business community have netted some response as well, though sponsorship levels are still well below income generated in previous years.

Festival Players extends heartfelt thanks to all who believe in their mandate to create high caliber, professional Canadian theatre in the County and are able to support this vision with financial backing.

More information about the theatre company, and how to donate, can be found by visiting their website [www.festivalplayers.ca](http://www.festivalplayers.ca) or calling 613.399.5677.

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