

# MEDIA RELEASE

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## **Festival Players Celebrates!**

**Prince Edward County, ON, (March 19, 2010):** Festival Players has received a \$75,000 grant from the Ministry of Tourism's Celebrate Ontario 2010 program.

Ontario's festivals and events are major economic drivers for communities across the province. They enrich local communities and increase tourism and tourist spending. Celebrate Ontario 2010 is an \$11 million program to help festivals and events of all sizes reach new audiences and invigorate local economies.

With this funding Festival Players will extend the playing season to 8 weeks, allowing greater exposure to both local and visiting audiences. They will also purchase and install ticketing software which will allow patrons of various live events across Prince Edward County (including but not limited to Festival Players events) to purchase their tickets conveniently in advance and online. The company will also purchase a tent to house its outdoor shows.

"This is incredibly good news for us. We are truly looking forward to working with businesses and organizations in the region to promote Prince Edward County as a tourist destination in Ontario, and to make a Festival Players performance a go-to event on any visit. 50% of our audience is comprised of visitors. We're grateful to be provided the opportunity, through the Ministry of Tourism, to improve all aspects of our patrons' experience, from ticket buying to show schedule to venue environment," says Artistic Director, Sarah Phillips.

The 2010 Festival Players season runs from June 29 – August 28, 2010 in venues across the County. Check the website for more details at [www.festivalplayers.ca](http://www.festivalplayers.ca). Flex Passes are still a great deal. Buy them now and beat the HST!

– 30 –

Contact: Yorrick da Silva or Sarah Phillips, Festival Players of Prince Edward County  
613.399.5677, [yorrick@festivalplayers.ca](mailto:yorrick@festivalplayers.ca), [sarah@festivalplayers.ca](mailto:sarah@festivalplayers.ca)