

MEDIA RELEASE

FOR IMMEDIATE RELEASE



CHARITY BEGINS AT THE THEATRE

Prince Edward County, ON, (July 6, 2009): Festival Players is giving back to the community. This season, the theatre company has partnered with local charities to create three Benefit Nights. Select charities, whose missions and mandates relate in some way to the productions in the 2009 Season, will receive discounted tickets for their members and a percentage of the total ticket revenues from their special night.

“The community has been so generous to us,” says Artistic Director Sarah Phillips. “As a registered charity ourselves, we’re not often in a position to give back. These nights benefit both groups, really. We’re expanding our audience by giving groups a chance to have a night out together. They get to promote their charities’ objectives and activities and add to their coffers.”

Theatre-goers are encouraged to come out to preview performances to support these local charities and get a sneak peek at the seasons’ shows. Preview tickets also offer a 30% reduction over regular ticket prices.

The Benefit Nights are as follows:

Ship of Fire - Wednesday July 8 @ 8pm at Mt. Tabor Playhouse, Milford
Benefit Night for Mariner's Park Museum.

Schoolhouse - Wednesday July 22 @ 6:30pm at Macaulay Heritage Park -
Benefit Night for Quinte Educational Museum & Archives (QEMA) and Macaulay Heritage Park.

Colours in the Storm - Wednesday August 5 @ 8pm at Fields on West Lake
Benefit Night for Quinte Conservation.

A limited number of tickets can be purchased directly through the charities themselves. Or contact the Festival Players Box Office by calling 613.471.1991 or emailing boxoffice@festivalplayers.ca

The season runs July 8 – August 21, 2009. More details about the entire Festival Players season can be found on their website: www.festivalplayers.ca

– 30 –

Contact: Anne Heathcote, Festival Players of Prince Edward County
613.399.5677 anne@festivalplayers.ca