

# MEDIA RELEASE

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## O'HARA TO HEADLINE FESTIVAL PLAYERS FUNDRAISER

**Prince Edward County, ON, (May 22, 2009):** Festival Players is ready to sing for their supper. And play guitar and maybe a little banjo. County favourite Michael O'Hara is headlining a Festival Players fundraiser on Friday, June 12, 2009 at Fields On West Lake. The event is a crucial one for the professional theatre group, currently gearing up for their third season.

"The third year is the 'make or break' season for any theatre company. Many funders don't consider supporting you until you've made it through the third season. By then, you know if the thing's got legs. It's when you find out if you've really got the full support of the community behind you. I hope our community, that's so excited about our upcoming season, chooses to show that support in real ways." says Artistic Director Sarah Phillips.

The festival finds itself at a crossroad in this current economic downturn. With big theatre companies like Stratford and the National Ballet cutting performances, things are looking gloomy for smaller troupes. Festival Players has seen a significant reduction in the amounts that companies are able to allocate to sponsorships, which represent about 50% of the theatre company's non-ticket revenue.

"The irony is that statistics show that during economic downturns, gate receipts for live performance go up," says Phillips. "We don't for a minute doubt this to be true. Especially this year, especially here. Our shows are sure-fire winners, the audience is ready, the stage is set. Ticket sales will be great! But we have to make it that far."

Many don't realize that Festival Players is a registered charity. All monies that flow into the company flow back out to pay the artists and administrative supports that are required to make the season happen. Donations to the company are tax deductible.

The fundraiser next month comes at an important time for the company. O'Hara, star of last year's *Picton Papers* and *Hank Williams: The Show He Never Gave*, and this season's *Ship of Fire* and *Colours in the Storm* is set to take the stage with musical friends for an evening of his favourite songs. Tickets are \$20. Cash bar, snacks and prizes available.

Friday, June 12, 2009

Doors 7:30pm/Show 8:00pm

Fields on West Lake, (15786 Loyalist Pkwy, Bloomfield)

Tickets can be purchased by calling 613.471.1991 or emailing [boxoffice@festivalplayers.ca](mailto:boxoffice@festivalplayers.ca).  
More information

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