

 LISTEN NOW: Original song from *Fortune Falls* [“Just Like Charlie Bucket”](#)

October 13, 2016 | FOR IMMEDIATE RELEASE



ALBERTA THEATRE PROJECTS

JACEK CHOCOLATE COUTURE CREATES LIMITED EDITION *FORTUNE FALLS* CHOCOLATE BAR

Local chocolate maker producing a special Alberta-made craft chocolate bar in honour of new Alberta-made chocolate factory musical.

CALGARY, ALBERTA – In celebration of next week’s opening of *Fortune Falls*, Alberta Theatre Projects’ world premiere musical being produced in association with Edmonton’s Catalyst Theatre, ATP has partnered with Edmonton chocolatier **JACEK Chocolate Couture** on a limited edition *Fortune Falls Chocolate Bar*, available only during performances of the play.

The made-in-Alberta craft dark chocolate bar with sea salt was inspired by the play’s darkly whimsical story about a young man who dreams of working at the local chocolate factory only to learn that the company is moving its operations overseas. It’s a cheeky, uplifting musical parable about tough economic times in a one-industry town, the entrepreneurial spirit and, of course, the comforting power of chocolate.

“It was a pleasure to collaborate with Alberta Theatre Projects and Catalyst Theatre on this project,” says Jacqueline Jacek, owner of JACEK Chocolate Couture. “As an Alberta business owner I believe in supporting local artists who tell great stories and bring joy to audiences, which is also what we strive to do with our chocolate.”

Written by Jonathan Christenson and co-writer Beth Graham, the story was inspired by a news item about the closing of a chocolate factory in Smiths Falls, Ontario, and the subsequent fallout for a town that had built its identity around being the “Chocolate Capital of Ontario.”

“The subtle saltiness of the fleur de sel perfectly complements the richness and intensity of the dark chocolate. Just like in the play! The misfortunes that befall the central character complement the moments of exquisite beauty and joy.” says ATP Artistic Director, Vanessa Porteous. “It’s the perfect treat to go along with this show.”

Fortune Falls runs from **October 18** to **November 5** at the **Martha Cohen Theatre** at Arts Commons (215 8 Ave. SE). Tickets are available at www.atplive.com or 403-294-7402. The chocolate bars will be on sale for \$6 at the lobby concession up to one hour before the show and during intermission.

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View the trailer for the show, featuring art by local Calgary illustrator Michael Grills, and a song from the show performed by Daniel Fong, Shannon Blanchet, Braydon Dowler-Coltman, Graham Mothersill and Jamie Tognazzini, here: <https://www.youtube.com/watch?v=o-KwZBxwEHI>.

For media enquiries, please contact:

Ashley Meller
Director of Marketing and Communications
Alberta Theatre Projects
Cell: 587-894-2257
ameller@atplive.com

Media kit and high-resolution images, video and sound recordings available at www.atplive.com/media

MEDIA CALL for photography, videography, sound and interviews on **Tuesday, October 18 at 12:30 PM** at the Martha Cohen Theatre.

ABOUT ALBERTA THEATRE PROJECTS

Alberta Theatre Projects is a Calgary-based, not-for-profit, professional theatre company that celebrates the art of live theatre. From its home in The Martha Cohen Theatre at Arts Commons, the company produces world-calibre shows with a focus on idea-driven new works, plays by Canadian playwrights, and contemporary theatre from around the world. It is also a national leader in new play development and dramaturgy.

www.ATPlive.com

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ABOUT JACEK CHOCOLATE COUTURE

Since 2009 JACEK Chocolate Couture has brought joy to its customers in the form of seasonal, artisan-crafted truffle collections and specialty chocolate bars. Based in Sherwood Park, Alberta and operating a flagship store on 104 Street in Downtown Edmonton, the chocolate makers are committed to ethical sourcing and have recently launched a bean-to-bar line of chocolate bars. The company is opening a store in Canmore in November for the holiday season.

www.jacekchocolate.com

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ABOUT CATALYST THEATRE

Canada's Catalyst Theatre creates bold, distinctive and highly theatrical productions – 'Made-In-Edmonton' work that is presented across Canada and around the world. The company's core creative team strives for the unexpected, seeking out innovative ways to tell powerful stories through the inventive and playful use of evocative music, haunting sound, poetic text, dynamic choreography and stunning & surreal design. Since 1996 Catalyst has undertaken twenty-eight national and international tours and earned over one hundred awards and award nominations for excellence. Catalyst Theatre is proud to be based in Edmonton, Alberta.

catalysttheatre.ca

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