

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

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ALBERTA THEATRE PROJECTS

WORLD PREMIERE CHOCOLATE FACTORY MUSICAL HITS THE STAGE AT ALBERTA THEATRE PROJECTS

Calgary audiences treated to the first glimpse of Fortune Falls.

CALGARY, ALBERTA – Hot on the heels of being shortlisted for the prestigious \$100,000 Siminovitch Prize, renowned Canadian theatre director Jonathan Christenson is back in Calgary putting the final touches on his latest work for the stage that opens on October 18th at [Alberta Theatre Projects](#). Produced in association with Edmonton-based [Catalyst Theatre](#), *Fortune Falls* is a darkly whimsical story about a young man who realizes his dream 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.

Written by 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.”

“*Fortune Falls* is incredibly relevant to what’s happening in Alberta right now,” comments Christenson, “but like all of the work we produce at Catalyst it’s also joyful and exuberant. Ultimately it’s about hope.”

The show bears the trademarks of Catalyst Theatre’s signature aesthetic: eye-popping, Tim Burton-esque visuals, intensely physical performances and a driving musical score sprinkled with more than a few standout numbers that will have theatregoers still humming them days later. These unique qualities combined have led the theatre company to critical acclaim, with one journalist from London newspaper The Telegraph proclaiming Catalyst’s work “exactly what theatre should be doing in the 21st century.” They have also had stints both off-Broadway at New York’s New Victory Theatre and New World Stages and in London at The Barbican Theatre with their show *Nevermore*.

“Catalyst Theatre and Jonathan Christenson have that rare gift for being both topical and whimsical at the same time. We’re thrilled to have them joining us for the first time at ATP and we’re so proud to be giving Calgarians the chance to see this Enbridge New Canadian Play’s world premiere on our stage before it goes on to dazzle audiences around the world,” says ATP Artistic Director, Vanessa Porteous.

Catalyst Theatre has previously been seen in Calgary as part of One Yellow Rabbit’s High Performance Rodeo and at Theatre Calgary with their version of *Frankenstein*, and at Vertigo Theatre with *Nevermore*, however *Fortune Falls* is the company’s first world premiere to take place in Calgary.

The cast includes the incredible talents of Shannon Blanchet, Braydon Dowler-Coltman, Daniel Fong, Graham Mothersill and Jamie Tognazzini.

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.

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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 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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