



ALBERTA THEATRE PROJECTS

ATP ASKS FOR COMMUNITY'S HELP TO 'PROPEL US FORWARD' IN FACE OF FINANCIAL CRISIS

Theatre company's corporate sponsorship is down 77%, threatening the future of this local cornerstone arts institution.

CALGARY, ALBERTA – Today [Alberta Theatre Projects](#) announced that it is launching an urgent fundraising campaign entitled '**Propel Us Forward**' to help recapitalize the local, not-for-profit theatre company whose financial situation has been dramatically affected by the economic downturn in Alberta. The company is appealing to the community to help raise \$400,000 by May 1st through a mobile giving campaign in order to ensure the company will be able to operate beyond 2018.

"The bottom line is that our corporate sponsorship is down by 77%," says Vicki Stroich, ATP's Executive Director. "Our 2017-18 season will be going ahead as planned, but looking beyond next season has become extremely difficult given our financial situation."

Like many local arts organizations, ATP's operating model has relied on funding from a combination of sources including local, provincial and national public funders, corporate sponsors, and private donors in addition to revenues from ticket sales.

"ATP is working towards a new, more sustainable business model that is less reliant on corporate sponsorship, but the company needs additional time to make that course correction. The funds we raise through this effort will ensure we can successfully make that change," says Board of Directors Vice President of Development Frank Durnford.

Kicking off the fundraiser with an outpouring of support from the local community, The [Calgary Foundation](#) has announced that it is backing its belief in ATP's innovative approach to its future with a generous, one-time Proactive Grant of \$200,000. Proactive Grants from the Calgary Foundation acknowledge organizations who are addressing their current needs in unique ways.

"ATP has a storied 45 year history in Calgary of developing ground-breaking new works of theatre that celebrate local voices and values," says Eva Friesen, President & CEO of the [Calgary Foundation](#). "We are proud to support ATP's journey as they evolve and adapt their business model to become a more resilient theatre company – one which will continue to play an impactful role in shaping our city's culture."

Over the course of its history, ATP has produced more than 288 Canadian plays and premiered over 156 works by Canadian playwrights which have gone on to win over 39 major awards, making it one of the country's most lauded producers of new Canada plays.

Anyone interested in supporting the company can make a tax deductible \$20 donation by simply texting **FORWARD** to **45678**. Full details about the mobile giving campaign as well as information about matching programs for larger donations can be found by visiting www.ATPlive.com/support-ATP.

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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 THE CALGARY FOUNDATION

Since 1955, Calgary Foundation has been nurturing a healthy, vibrant, giving and caring community that values diversity and supports all people. We build a community where citizens are engaged, and where a strong and sustainable charitable sector serves the current and emerging needs of the community. In 2015-16, the Calgary Foundation saw \$38.3 million in new contributions, had an asset base of \$822.7 million and granted \$45.9 million to 883 charitable organizations.

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