Media Advisory

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Ontario Trillium Foundation Supports Magnetic North Theatre Festival Renewal

Ottawa, ON – The **Magnetic North Theatre Festival** is pleased to announce that the **Ontario Trillium Foundation** has committed $74,000 in support of the Festival's renewal, as it enters its second decade of showcasing Canada's premiere English theatre to appreciative audiences and national and international presenters. Like the Magnetic North Pole, the festival travels around the country every other year, treating Canadians to excellence in contemporary English theatre from every corner of Canada.

"The Ontario Trillium Foundation grant, together with $40,000 in funding received from **Canadian Heritage**, will enable us to undertake the work needed to ensure we continue to present the boldest and brightest theatre artists from across the country," said Magnetic North Theatre Festival **Artistic Director Brenda Leadlay**. **"**This includes examining our governance, operations and business models and consultations with all of our valued stakeholders -funders, artists, presenters, audiences, theatre companies, volunteers, donors and National Resource Council."

"The support of the Trillium Foundation is pivotal and greatly appreciated," said Magnetic North Theatre Festival Society **Board Chair Al Cushing**. "After 10 vibrant years staging the festival in Ottawa and other cities across Canada, we're due for a strategic assessment of how we can best fulfill the Festival's mandate over the next decade."

The festival has engaged experts in arts management and development lead by **Victoria Steele Arts and Non-Profit Management** to assist it with the renewal process, said Leadlay. "Our consultations to date have affirmed the opportunity to re-envision the festival as it embarks on a new decade."

Magnetic North Theatre Festival has four programming dimensions: Mainstage performances; 'Encounters', with its emphasis on the relationship between audiences and artists; the 'Industry Series', for professional development; and 'Compass Points', a springboard for students and emerging artists.

The 2013 festival will take place in Ottawa, from June 7th-15th. The festival is co-presented by the **National Arts Centre**.

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