

November 20, 2018 | FOR IMMEDIATE RELEASE



ALBERTA THEATRE PROJECTS

ALBERTA THEATRE PROJECTS ANNOUNCES GIVING TUESDAY CAMPAIGN

ATP invites the community to support its Giving Tuesday Campaign, with the goal of offering audiences Cabaret seating not seen at ATP in over 20 years.

CALGARY, ALBERTA – On Tuesday, November 27, 2018, [Alberta Theatre Projects](#) will join countless charities, companies, and individuals across the world in celebration of [Giving Tuesday](#), a global movement for giving and volunteering. ATP will be rallying the community to help raise \$15,000 to kick off its 2019/20 season with the Martha Cohen Theatre in Cabaret seating for the first time since 1997. Thanks to the generosity of Dr. Máire A. Duggan, Kerrie Penney, and Don Swystun who are each offering \$5000 gifts for matching funds, all donations to ATP will be matched up to a total of \$15,000 during this 24-hour challenge beginning at 12:01am on November 27.

“The Martha Cohen Stage is one of the most unique and flexible venues in the world, and while many audience members have already seen it in proscenium and thrust configuration, we hope to ‘wow’ Calgary with a third unique seating experience by starting the 2019/20 season in Cabaret seating,” says ATP’s Executive and Artistic Director Darcy Evans. “The Cabaret configuration will give our audience a chance to enjoy cocktails or a bottle of wine at their own table as they watch the first play of our season, a contemporary Canadian comedy that will be announced in February.”



The Martha Cohen Theatre in the Cabaret Configuration. Photo of Dave Kelly in A Closer Walk with Patsy Cline (1993/94).

“The process of transforming the Martha Cohen Theatre into new configurations is a time-consuming endeavour that requires a significant amount of funding to do so,” says ATP’s Director of Production David Fraser. “Although the process has been simplified since its conception when the Martha Cohen Theatre was first designed, it still takes a period of two or three days with seven crew members to make each one of these changes happen. For the 2019/20 season, three different configurations amounts to approximately 500 man-hours and 10 days of rental fees.”



The Martha Cohen Theatre in the Thrust Configuration for its 2014 PlayRites Festival.

ATP’s return to thrust configuration for the first half of its 2018/19 season has been applauded by audiences and critics alike, with Post Media Theatre Critic Louis B. Hobson calling ATP’s productions of *The Virgin Trial* and *Rosencrantz & Guildenstern* “world-class.” Prior to the 2018/19 season, the Martha Cohen Theatre had not been in the thrust configuration since 2014.

How to participate in ATP’s Giving Tuesday Campaign

- On November 27, donate to Alberta Theatre Projects’ *Giving Tuesday* Campaign! Donations can be made by visiting atplive.com/givingtuesday, and will be matched up to \$15,000 during the 24-hour challenge.
- RSVP to ATP’s [#GivingTuesday Facebook Event](#) to stay in the loop and receive all campaign updates.
- Add #GivingTuesday to your calendar: [Outlook](#) | [iCal](#) | [Google](#)
- Follow ATP on [Twitter](#), [Facebook](#), and [Instagram](#) for updates leading up to and throughout #GivingTuesday.

- Use [#ATPGivingTue](#) to join the conversation! Leading up to Giving Tuesday, ATP will be sharing stories of our dedicated volunteers and community members on [Facebook](#), [Twitter](#), and [Instagram](#) using the hashtag #ATPGivingTue.

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High-resolution images and video available at www.atplive.com/media

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.

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