

ALBERTA THEATRE PROJECTS

FOR IMMEDIATE RELEASE:

ALBERTA THEATRE PROJECTS LAUNCHES NEXT STAGE PROGRAM WITH EXPANDED SUPPORT FROM RBC

Next Stage brings more artists, live musicians, and creative possibilities to the ATP stage

CALGARY, OCTOBER 8, 2026 – Alberta Theatre Projects (ATP) is launching **Next Stage** with expanded support from **RBC**. The new program will bring more artists, enhanced production elements, and expanded community engagement to the ATP stage, while creating more opportunities for artists to explore new ideas and strengthen their work.

Next Stage is a major step in ATP's investment in the artistic work at the heart of the company. ATP will invest more than \$250,000 in the program, including \$150,000 from RBC, putting additional resources directly into artists and the work audiences experience. RBC's contribution builds on its longstanding support of ATP's Emerging Artist Program and helps ATP expand what is possible onstage.

"Great theatre should surprise us, challenge us and bring us together," says **Haysam Kadri**, Artistic Director of Alberta Theatre Projects. "Next Stage gives our artists more room to take risks, try something unexpected, and create experiences that stay with audiences long after they leave the theatre. RBC has supported artists at ATP for years. Their continued partnership gives us the freedom to ask what theatre can be in Calgary and then go make it."

"We've cherished our long-standing relationship with ATP, and watching this partnership evolve to a new level is deeply rewarding," said **Jerilynn Daniels**, Regional Director, Marketing and Community Impact, RBC. "Now, more than ever, emerging artists need opportunities to grow — a vibrant arts community is the heartbeat of our city. Next Stage gives artists the runway to take creative risks, sharpen their craft, and truly spread their wings."

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About Alberta Theatre Projects:

We produce world-class theatre that reflects our diverse community, collaborates across the arts sector, and strengthens Calgary's cultural heartbeat. We champion Canadian and international voices, foster innovation in staging and design, and make theatre accessible to everyone.

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About RBC:

Royal Bank of Canada is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 105,000+ employees who leverage their imaginations and insights to bring our vision, values and strategy to life so we can help our clients thrive and communities prosper. As Canada's biggest bank and one of the largest in the world, based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our more than 19 million clients in Canada, the U.S. and 27 other countries. Learn more at [rbc.com](#).

We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at [rbc.com/peopleandplanet](#).

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