

Contact: Lise Driscoll, Marketing & Communications, SJTC  
506-652-7582 ext. 226 / lise.driscoll@saintjohntheatrecompany.com

## A message of thanks to our community

### SJTC COVID Relief Fund Exceeds Fundraising Goal

SAINT JOHN – As the doors of the BMO Studio closed mid March following a full house music event, the SJTC made the tough decision to cease all upcoming activity due to the COVID-19 pandemic. The company then engaged in a needs assessment to review the extent of the financial damage and to calculate the costs involved in moving forward.

With four major projects scheduled between March and June, it was determined that the cost of cancelling or postponing these events, in addition to the cost of acquiring new technology in order to move forward would be in the range of \$100,000. The SJTC COVID Relief Fund was launched in April 2020 as a means for the company to move forward with operations and develop digital technologies.

*“Sitting still was not going to solve anything. We had to get moving and quickly if we were to salvage anything from this catastrophe.”* Stephen Tobias, Executive Director, SJTC



*SJTC Give A Thon. May 2020*

Community response was overwhelming. Over \$62,000 was raised from a series of private and corporate contributions, many of which came in during an online ‘Give-A Thon’ fundraiser which was broadcast from the BMO Studio Theatre on May 23<sup>rd</sup>. In addition, special programs by the Province of NB and the Department of Canadian Heritage assisted in exceeding the lofty fundraising target of \$100,000. A total of \$102,505 was raised for the SJTC COVID Relief Fund. The company is pleased to report that operational funding is secured for the 2019-2020 season and plans are underway for the 2021 season of work.

*“We rely on the Saint John Theatre Company as a creative outlet, a way to engage with a community of artists, as well as to entertain us and enrich our lives. I cannot express enough how proud I am of everyone at the Saint John Theatre Company for finding ways to continue to reach out to us all; for constantly changing how it operates to ensure its place in our community throughout the very bleakest times, and into the new normal.”* Kizzy Kaye, Volunteer, SJTC

PRESS RELEASE  
FOR IMMEDIATE RELEASE  
September 8, 2020

**31 YEARS**  
OF THEATRE

While the support of the community in this time of need has helped stabilize operations in the coming months, the current health situation may dictate the need to once again appeal for additional financial support in the future. The SJTC is currently planning for a reduced fall season of intimate theatre and music events at the BMO Studio Theatre. Many upcoming events will be offered in person and through streaming technologies.

*“The kind and generous support the public has responded with, to our SOS, tells us that our work here is meaningful, relevant and worthy of support, even during these unusual times. I want to express my gratitude to everyone in our community that has made a donation and a commitment, helping to ensure that we remain operational, creative and viable, as we reinvent ways to bring theatre and cultural enrichment to our region.”* George Daniel, Board President, SJTC