

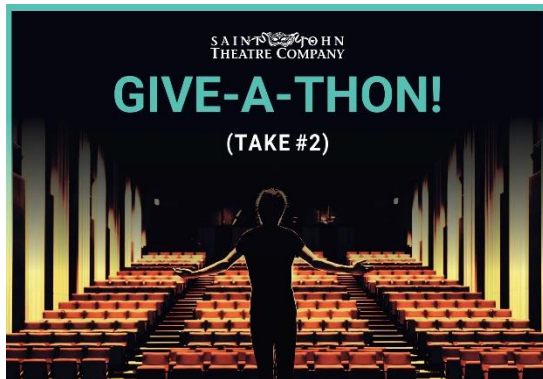
FOR IMMEDIATE RELEASE  
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**31 YEARS**  
OF THEATRE

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## A year in the life of COVID

Saint John Theatre Company to host fundraiser to assist with post-COVID recovery



SAINT JOHN – This past year the SJTC has had to embrace new technologies, modify its processes and change plans once, twice, three times and more. As the 31<sup>st</sup> season comes to a close the company plans to host a Give-A-Thon style fundraiser to stabilize budgets and assist with the impact of lost ticket revenue resulting from the COVID-19 pandemic.

While the company was able to develop streaming technologies and reach audiences on a small scale in house for several months throughout the pandemic, the ability to sustain operational revenues has been significantly impacted due to limitations in audience capacity, as well as the number and scale of projects offered.

**The live streamed event will take place on the SJTC Facebook page on Thursday, May 27 at 7:30pm.** Viewers will be treated to an evening of entertainment celebrating the milestones and projects accomplished in the midst of the pandemic. In addition, the event will include some special guest performances.

*“This is more than a fundraiser, it’s a celebration of the past year, what we have accomplished, and the changes we have made. We want people to see and invest in our growth and innovation. What better way to gather support than to show how we have persisted throughout the pandemic to grow and evolve as a company.”* Stephen Tobias, Executive Director, SJTC

The fundraising target is \$50,000. Those interested in donating in advance can visit [www.saintjohntheatrecompany.com](http://www.saintjohntheatrecompany.com) and press the donate button in the top right corner of the screen or call 506-652-7582.