

# MEDIA RELEASE

## *Soulpepper offers discounted theatre tickets to 21-30 year-olds with new StagePlay program*

Toronto, ON – April 8, 2009 – Albert Schultz, Founding Artistic Director of Soulpepper Theatre Company, today announced **StagePlay**, a new program for 21-30 year-olds, which invites young people to attend Soulpepper shows for the discounted price of \$20, inclusive of taxes and service fees. The \$20 tickets are available for purchase online on the day of the show, and can also be booked in advance for Monday night performances.

All StagePlay tickets may be booked online at [stageplay.ca](http://stageplay.ca), a new website created by Soulpepper, specifically for this initiative.

**StagePlay** is the most recent addition to the wide range of youth access programs offered by Soulpepper. The company is committed to presenting opportunities for young people to experience the transformative power of theatre, regardless of their economic background.

Soulpepper Youth Access Programs also include:

- Soulpepper offers **Youth Rush** Tickets to youth, ages 21 and under, for \$5. Tickets may be purchased as “rush” tickets at the Young Centre box office 15 minutes prior to all performances.
- Soulpepper’s **Bring a Parent to the Theatre** program encourages young people to make plans to attend the theatre with an adult. Soulpepper reserves a prime row of seats for each performance, and youth who purchase one student-priced ticket receive one adult ticket, *free of charge*. This program empowers youth to make theatre plans and encourages family participation and discussions about the arts.
- Each year, over 1000 **VIP Youth Come Free** Cards are distributed to youth, ages 21 and under, and youth groups across Toronto, allowing participants free and unlimited access to Soulpepper shows. All unsold tickets become available for VIP Youth Come Free card holders 15 minutes prior to a performance.

The Program Sponsor for **StagePlay** is TD Bank Financial Group. **StagePlay**’s Media Sponsor is NOW Magazine. 2009 Soulpepper Lead Sponsors are Sun Life Financial, Scotiabank Group and TELUS. Soulpepper gratefully acknowledges annual operating support from the Canada Council for the Arts, the Ontario Arts Council, and the Toronto Arts Council.

*Soulpepper Theatre Company is an artist-founded, classical repertory theatre company with a three-tiered mandate: to present the world's greatest stories in vital Canadian interpretations; to train a new generation of theatre artists; and to inspire and enrich youth through mentorship and access programs.*

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