

GOING WHERE NO FRINGE HAS GONE BEFORE...

# FRINGE! AND BEYOND!

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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## *Winnipeg audiences go above and beyond at the Fringe*

WINNIPEG, JULY 19, 2010 – The Winnipeg Fringe Theatre Festival has entered a new frontier, and it is all thanks to Winnipeg audiences. This year's festival has been shattering records at the speed of light. All five days of the Fringe have set new attendance records. July 14 was a record opening day for ticket sales (3,513) and July 17 set a new standard for the highest one-day ticket sales in the history of the festival with a whopping 8,378 tickets sold! However, it is not just the indoor venues sending previous records into the outer galaxy; Kids Fringe broke its one-day attendance record on July 18 with 6,180 visitors throughout the day. After only five days of Fringe festivities, the festival is proving to be out of this world.

### THE NUMBERS:

Tickets sold: 32,224 (30,482 in 2009)

Sellouts: 39 (44 in 2009)

### AT THE FRINGE THIS WEEK:

- The **Best of Fest** line-up will be announced Wednesday, July 21. Once again, 100% of Best of Fest tickets will be available in advance.
- The presentation of **The Harry S. Rintoul Memorial Award** by the Manitoba Association of Playwrights will take place on the last night of the festival on the stage at the Mother Ship (a.k.a. Old Market Square).
- Kids Fringe will continue with its fantastic programming for young Fringers and their families at the Mother Ship every day from noon to 6:00.

A limited number of **Frequent Fringer** and **Buddy Passes** are still available by calling the MTC Box Office at 942-6537 or in person at 174 Market Avenue. There are also plenty of great tickets on sale at the door and at Advance Tickets. Approximately 50% of tickets are reserved for at-the-door sales.

For more details on **Fringe and Beyond**, please call 9-4-FRINGE (943-7464) or visit [www.winnipegfringe.com](http://www.winnipegfringe.com).

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