

GOING WHERE NO FRINGE HAS GONE BEFORE...

# FRINGE! AND BEYOND!

## NEWS RELEASE

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For more information, please contact  
Tara Seel, Publicist,  
at 204-934-0302, 204-799-4237 (cell)  
or [publicist@mtc.mb.ca](mailto:publicist@mtc.mb.ca)

## *Fringe and Beyond lives up to its name Beamed in highest ticket sales in Winnipeg Fringe history*

WINNIPEG, JULY 26, 2010 – Earthlings have gone through the Fringe dimension in record numbers! The **23<sup>rd</sup> annual Winnipeg Fringe Theatre Festival** brought 12 days of original, unjuried theatre to the performance-loving masses. Festival Captain **Chuck McEwen** and his flight crew of Fringe staffers and volunteers welcomed a record number of visitors aboard Starship Fringe. Indoor attendance at the 2010 festival reached **86,717**, up 5,364 from last year's final attendance of 81,353, breaking the record for the highest overall ticket sales in Winnipeg Fringe history. This year, **\$600,698.75** was returned to the performers, an increase of more than \$64,000 from last year's revenue of \$535,867.25.

"Seeing tens of thousands of theatre lovers, many of them first-time Fringers, out enjoying the 153 indoor productions, along with all the entertainers on the outdoor stage, is rewarding," said McEwen. "The Fringe had so many wonderful productions this year, and these shows were seen in record numbers. It is great to see it all come together like this, when we set a new ticketed attendance record and returned even more revenue to the hard-working performers. Fringe and Beyond truly took the festival to where it hasn't gone before, and we're already looking forward to next year."

Attendance at the MTS Outdoor Stage in Old Market Square (a.k.a. the Mother Ship) was, like most numbers for the festival, up from previous years with a final total of more than **80,000** people – an increase of approximately 10,000 Fringers! Kids Fringe was very popular again this year, with **42,475** young visitors. "The quality of entertainment, including a petting zoo, bouncers, travelling museums and great children's performers was phenomenal this year," said McEwen. "The festival enjoys introducing children to theatre in a fun, memorable way."

On behalf of the festival, McEwen thanked the **844 volunteers** for making sure the flight of Starship Fringe went smoothly. "Without the dedication and effort of our amazing and enthusiastic volunteers, we could not put on the second-largest Fringe Festival in North America. Our volunteers are out of this world. I would also like to acknowledge everyone who helped **FRINGE AND BEYOND** blast off – sponsors, funders and the media – for their efforts and contributions in making this festival a truly spectacular event."

No festival is complete without the presentation of the **Harry S. Rintoul Award** for Best New Manitoban Play. During the finale of the festival on Sunday night, **Rory Runnells** of the Manitoba Association of Playwrights (MAP) presented the award to theatre veteran **Muriel Hogue** for her play **Scar Tissue**. Hogue received \$500 from MAP and a Superpass for the 2011 Winnipeg Fringe Theatre Festival.

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