
NEWSRELEASE

**NEW PERFORMING ARTS COMPLEX
IN CAMBRIDGE, ONTARIO**

Canada and Ontario support cultural infrastructure

May 21, 2009

Cambridge, Ontario — Residents of Cambridge will soon benefit from a new performing arts complex, thanks to a joint investment by the city and the governments of Canada and Ontario.

The project includes three key components: the construction of a state-of-the-art, year-round performing arts complex in Cambridge; the consolidation of Drayton Entertainment's production and administration facilities in one multi-functional environment; and technical upgrades to several of Drayton Entertainment's existing six Ontario venues.

Several prominent locations are being considered by the city, Drayton and its partners. The complex will feature a 500-600-seat performance venue capable of presenting a variety of live theatrical performances and enabling community-based cultural, educational and social events.

Drayton Entertainment's new centralized office will house theatrical components and serve as a production hub, including set construction, props, audio, carpentry, costumes, administration, call centre, rehearsal space, and housing for artistic personnel to support future growth.

This project will have a significant cultural and economic impact on the surrounding region. A professional theatrical venue will showcase artistic and cultural activities that celebrate the area's unique heritage, and create a focal point in the city for the Canadian arts community. The new theatre will attract development of shops, restaurants and other services, further enhancing the region as a place in which to live and invest. It will also help create jobs, attract skilled workers, and generate more visitors to the city.

"Investing in cultural infrastructure is a great way to create jobs, build stronger communities and forge a creative workforce of tomorrow," said John Milloy, Minister of Training, Colleges and Universities and MPP for Kitchener-Centre. "This new theatre will be a significant cultural attraction in the region and the government of Ontario is pleased to be investing with the city in this exciting project."

"The government of Canada is investing in cultural infrastructure initiatives that develop and promote Canada's rich cultural heritage," said Gary Goodyear, Minister of State (Science and Technology and MP for Cambridge. "A new arts complex is a welcomed venue to showcase artistic and cultural activities from the city and surrounding area. This is a fine example of how we are supporting infrastructure that will contribute to the city's downtown core and will benefit Cambridge residents."

"We are pleased to see this multi-government partnership move forward that will build on the richness of the arts and culture cluster here in Cambridge. It supports our economic development strategy and continues to strengthen our creative community. The investment will

have a tremendous economic impact on the community and the surrounding area," said Cambridge Mayor Doug Craig.

"This is truly a groundbreaking day for our organization. This project is unique in that its impact will directly pay dividends for multiple communities in Ontario and also elevate Drayton Entertainment's ability to develop exciting new artistic opportunities that will have both national and international significance," said Drayton Entertainment's Artistic Director Alex Mustakas. We are pleased to partner with the Federal Government, Province of Ontario, and City of Cambridge in a project that will provide tremendous economic, social, and cultural benefits."

The governments of Canada and Ontario are each investing a maximum contribution of \$6 million, with the City of Cambridge providing funding of \$6 million, for a total investment of \$18 million for this exciting project.

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