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NEW WEST THEATRE RESTRUCTURES PROGRAMMING FOR 25th ANNIVERSARY SEASON

"We are thrilled to be celebrating 25 years as an integral part of the arts community in supportive Southern Alberta, and cannot wait to spend another 25 years sharing engaging, live theatre with all of you." – Artistic Director Jeremy Mason

LETHBRIDGE, November 7, 2013 – New West Theatre will celebrate 25 years of producing live theatre for Southern Albertans in 2014/15 by thinking about the future. Since 2009/10, the organization has lost 13% of its entire operating budget due to government cuts at both the provincial and federal levels, with the most devastating blow – a loss of almost \$40,000 – during the current season.

As part of New West Theatre's ongoing commitment to sustainability, we will be reducing programming and restructuring operations for our 25th season, acknowledging the new reality of government support. Most noticeable to patrons and supporters will be the reduction of our Canadian Play Series from two productions to one production annually.

Also as part of the restructuring, New West Theatre will reduce artistic support to the organization, and increase business support with a strong focus on finding new revenue sources.

"Deciding to reduce programming and restructure operations, despite ticket sales being up 8% this season, is a pro-active response to a decrease in government funding. New West Theatre will continue to make responsible fiscal choices, as we have done throughout our history, so that outstanding theatre is available to Southern Alberta audiences for many years to come." – Board President Doug MacArthur

There will be no change in programming until April 2014, meaning the 2013/14 season will continue as planned. New West Theatre graciously thanks our amazing local sponsors and partners, who in recent years have worked diligently to increase support to us as we've watched provincial and federal funding decline. We also thank our loyal audiences, who have stood beside us for 24 years.

About New West Theatre: New West Theatre is a registered Non Profit Society in Alberta and is registered by the Canada Revenue Agency as a charitable organization. Annually we produce multiple theatre productions ranging from high-energy Music-Comedy Revues to thought-provoking Canadian plays, as well as Summer Theatre Camps and a year-round Theatre School.

For more information, please contact:

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