



CURTAIN SPEECH

Consider delivering brief remarks ahead of performances throughout the month of March.

[Please revise as you see fit for your event and community context]

- Thank you for joining us tonight. Before we begin today's performance, I wanted to take a few minutes to talk about World Theatre Day which takes place annually on March 27.
- World Theatre Day is a chance for theatre professionals, organizations, and audiences from around the world to celebrate the value, importance, and contribution of theatre to our society.
- Every year a Canadian theatre maker is chosen to be the World Theatre Day Ambassador, and this year award-winning performer, director, musician, and writer Jani Lauzon reminded us that "Live theatre affords us the opportunity to get to know each other through stories. Stories that feed our minds, stories that feed our hearts and souls." You can enjoy Jani's full message online.
- We are proud to be a part of Canada's professional theatre industry, with world-class productions taking place on stages large and small across this country.
- In the current economic and social climate many theatres in Canada are facing significant challenges, with increased expenses and decreased revenues. *[Expand about your specific context as you feel appropriate].*
- In challenging times, the act of gathering together, here in this place, feels like an important activity.
- Recent studies have reported that across Canada, there are increased feelings of anxiety, loneliness, and isolation.
- We believe theatre is part of the solution. Theatre is about connecting.
- In times of loneliness, theatre offers a shared community experience.
- In times of isolation, theatre invites us to engage with the world around us.
- In times of division, theatre encourages us to engage different perspectives with empathy.
- We believe Canada needs more theatre, and by being here tonight, perhaps you feel the same.
- This March we are inviting theatre lovers to *Rally for Theatre*. Some ways you can make a difference:
 - Go See a Show. Not just tonight, but plan your next outing. And better yet, bring a friend.
 - Spread the word. Share about a favourite theatre experience and remind others about what they've been missing.
 - Write to your elected official and outline why investing in a vibrant theatre sector is important to you and your community.
 - If you have the means, consider making a donation – any amount is helpful.
- If you would like to learn more about how you can get involved, visit PACT.ca/WorldTheatreDay
- Thank you for being here today and for your support. Together we can create a vibrant future.
- Enjoy the show.

DID YOU KNOW:

- Canada's cultural sector accounts for 2.3% of the country's GDP;
- Employs 4.4% of Canadian workforce, more than the forestry and mining sectors combined;
- Cultural tourists stay longer and spend nearly *three-times* more while they're here, supporting other local businesses.