



EMBARGOED UNTIL MARCH 27, 2025

## CELEBRATE WORLD THEATRE DAY

**2025 Canadian Ambassador for World Theatre Day the Honourable Senator René Cormier**

**Shares his message *Theatre, A Space for Civic Engagement***

**Toronto, Ontario. (March 27, 2025) - The Professional Association of Canadian Theatres (PACT) and L'Association des théâtres francophones du Canada (AFTC), in partnership with The International Association of Theatre for Children and Young People Canada (ASSITEJ Canada) celebrate today's World Theatre Day with Independent Senator from New Brunswick René Cormier's message to Canadians.**

Theatres play a critical role in our communities and their civic impact is deeply felt in the quality of life for Canadians. Not only do our theatres promote economic development, stimulate tourism, and invest in our communities, theatres create a place for some 10 million Canadians to gather, share, engage and explore our world.

"On this vast North American territory where we live, theatre acts," said the Honourable René Cormier, "It creates fertile spaces where we imagine unique and singular universes, where we confront ideas and life views, where we express our indignation when faced with the injustices and the wounds of the world. Now, more than ever, when the world around us craves love, let us dare to practice theatre."

"The Senator's words are an inspirational reminder of theatre as a civic institution, bringing us together with resilience and empathy," reflected Brad Lepp, Executive Director of PACT. "In these uncertain times we have been reminded to not take for granted the things we value. We need to 'show up' and support the people and organizations that are important to us and feed our identities. Increasingly we are seeing audiences of all ages craving that connection, opting out of an algorithm and into an artistic experience that is immediate, communal, and deeply human."

For more information about World Theatre Day 2025 and to see **Senator Cormier's** full messages visit: [PACT.ca/WorldTheatreDay](https://PACT.ca/WorldTheatreDay) or [atfc.ca/fr](https://atfc.ca/fr)

Since the Honourable Senator René Cormier's appointment to the Senate, he has been committed to defending and promoting arts and culture, language rights, and human rights. He currently chairs the Standing Senate Committee on Official Languages and is a member of the Standing Senate Committee on Social Affairs, Science and Technology. For more information, visit: [PACT.ca/WorldTheatreDay](https://PACT.ca/WorldTheatreDay) and [atfc.ca/fr](https://atfc.ca/fr).

Launched in 1962, **World Theatre Day** is recognized annually on March 27, as an opportunity for theatre professionals, organizations, governments, and audiences to celebrate and promote the art form around the world.

**World Theatre Day - International**

The International Theatre Institute (ITI) chose **Theodoros Terzopoulous**, theatre director, educator, author, and Chairman of the International Committee of Theatre Olympics, as the 2025 World Theatre Day International Ambassador. Mr. Terzopoulous work has radically transformed the way ancient Greek tragedy has been presented, introducing elements of extreme physicality. For more information, visit:

[World-theatre-day.org](http://World-theatre-day.org)

### **World Theatre Day for Children & Youth**

On March 20, 2025, we celebrated the role and impact of theatre for young audiences in Canada. Every year nearly 2.3 million Canadians gather to experience theatre for young audiences. These young audiences are given the space to explore, connect and forge their own identities, creating the generation of civically minded individuals.

### **Canadian Theatre's impact on our society:**

- Canada is home to 500 theatre companies;
- Canada's theatres employ over 30,000 people;
- For every dollar in ticket sales, theatres generate \$5.94 in economic impact;
- 1 in 4 Canadians attend live theatre performances each year;
- Over 3,500 Canadian works are performed each year;
- Over 20,000 Canadians volunteer their time to theatre;
- 2.3 million Canadians attend theatre performances created for young audiences each year.

### **About the Association des théâtres francophones du Canada (ATFC)**

A national arts service organization, ATFC represents and serves 17 members: professional Francophone theater companies in six predominantly English-speaking Canadian provinces: New Brunswick, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. In turn, the Association also supports the artists who gravitate around them.

### **About the Professional Association of Canadian Theatres (PACT)**

PACT is the collective voice of professional Canadian theatres, a leader in the performing arts community, and a devoted advocate of the value of live performance. PACT represents over 170 professional English-speaking theatre companies operating in communities across the country, ranging from the largest performing arts organizations in Canada, to smaller theatre companies that serve their audiences in a wide variety of communities; from rural to urban, commercial to independent, theatre for young audiences, culturally specific companies, and everything else in between.

### **About The International Association of Theatre for Children and Young People Canada (ASSITEJ Canada)**

ASSITEJ Canada is a membership-driven, non-profit, inclusive service organization. It supports and promotes the cross-cultural exchange of knowledge, development and practice in the professional

performing arts for young audiences in order to increase creative co-operation and to deepen mutual understanding.

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**Media Contact:**

Salmco Assogouenon (French)  
Communications Manager, ATFC

[salmco@atfc.ca](mailto:salmco@atfc.ca)

613-562-2233 ext. 4

Ainslee Jessiman (English)

Membership & Communications Manager, PACT

[ainsleej@pact.ca](mailto:ainsleej@pact.ca)

416-595-6455 ext. 1519