



FOR IMMEDIATE RELEASE

Celebrating Canadian Theatre's Civic Impact

World Theatre Day & World Theatre Day for Children and Youth

Toronto, Ontario. (March 6, 2025) — Ahead of **World Theatre Day for Children and Youth** on March 20, 2025, and **World Theatre Day** on March 27, 2025, Canada celebrates theatre's impact and contribution to Canadian society.

More specifically, **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)** encourage all media to connect with their local theatre companies to discover their impact and invite Canadians to band together and share theatre's civic impact and cultural contribution to our heritage.

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.

With global growing uncertainty, Canadian theatres remain committed to innovation, resiliency, creation, inclusion, and engagement. Our theatres continue to have a profound impact on the quality of life for Canadians, promoting economic development, stimulating tourism, and investing in our communities. Theatres play a vital role for some 10 million Canadians to come together each year to share and to be inspired by their creativity.

World Theatre Day Ambassadors

In Canada, Senator from New Brunswick, the Honourable Senator René Cormier has been selected as World Theatre Day's 2025 Canadian Ambassador. Since his appointment to the Senate, Senator Cormier is 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 and atfc.ca/fr.

"Now, more than ever, when the world around us craves love, let us dare to practice theatre," said the Honourable René Cormier, "Let us inject mystery in these places where we gather in the truth of who we really are."

World Theatre Day – International

The International Theatre Institute (ITI) has announced **Theodoros Terzopoulos**, theatre director, educator, author, and Chairman of the International Committee of Theatre Olympics, as the 2025 World Theatre Day International Ambassador. Mr. Terzopoulos 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

FACT SHEET

1. 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.

"World Theatre Day and World Theatre Day for Children and Young People are also an opportunity to highlight the role of theater in building the identity of the many minority Francophonies. Theater is a vehicle for our language - let's protect it!" highlight Lindsay Tremblay, Executive Director of ATFC.

2. How to Get Involved

PACT, ATFC, and ASSITEJ Canada encourage all theatre artists, administrators, organizations, audiences and supporters to get involved and celebrate their local theatre companies' impact this month and year-round. Here's how you can celebrate this month:

Theatre Organizations

Share your success stories. Talk about your role, and how you impact your communities in a positive and profound way. A kit with visual templates is available for download. Visit: PACT.ca/WorldTheatreDay and atfc.ca/fr.

Theatre Artists and Arts Workers

Share your personal experience, and how your work is making a difference in your community using #WorldTheatreDay.

Audience and Supporters

Book a ticket to see a show and post about it on social media using #GoSeeAShow. Not sure where to start? Find a map of national theatres and event listings by visiting: PACT.ca/MAP, atfc.ca/fr/nos-membres and atfc.ca/fr.

3. National Canadian Theatre Arts service Organizations

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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