



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 today. Before we begin the performance, I wanted to take a few minutes to talk about World Theatre Day which takes place annually on March 27th.

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. This year, Senator René Cormier, has been selected as our 2025 Canadian ambassador. In his public address, he calls upon us all to be “*Citizen artists, who dare to step into the spotlight to meet us and offer us what this living art has most to share: our quest to better understand human nature; our aspiration to live in healthy, safe and prosperous communities where everyone is politically and voluntarily engaged.*” Senator Cormier’s full message is a moving, sweepingly poetic call to action for all who make theatre, who teach theatre, and who enjoy theatre in this country, and you can read or watch it in its entirety online on March 27!

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. But creating art and serving our community over the past few years has been very difficult. We don’t believe it should be easy - but it would be nice if it was a little easier. Canada’s public theatres need strong, sustained public funding that reflects the values of their Canadian audiences, who know the performing arts have a significant impact in their community—economically, socially, and culturally.

In times of division, theatre encourages us to engage different perspectives with empathy. We believe that theatre is part of a course towards a brighter, compassionate, conscientious future.

We believe Canada needs more theatre, and by being here tonight, perhaps you feel the same. When you go home after tonight’s performance, plan your next trip out to the theatre, and better yet, bring a friend. Or, spread the word: share about a favourite theatre experience and remind others about what they’ve been missing. For a step farther, write to your elected official and outline why investing in a vibrant theatre sector is important to you

and your community. And 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!](https://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:

- Cultural tourists stay longer and spend nearly *three-times* more while they're here, supporting other local businesses.
- Theatres employ over 30,000 Canadians, and more than 3,500 Canadian works are performed each year across the country.
- For every dollar in ticket sales, theatres generate \$5.94CAD in economic impact.