



For Immediate Release  
August 3, 2011

## **Opening Weekend ... A HUGE Success!** **- Media Invited to a Quick Photo Opportunity -**

(Calgary, AB) - The results are in! This year, The Calgary Fringe Festival shows that live theatre in Inglewood is where it's at!

"Calgarians have jumped in to join the fun that is Fringe," said Michele Gallant, Fringe Fest director and producer. "The proof is in our opening weekend attendance numbers. We are up 15 per cent from last year and are on track for another record breaking year!"

What's coming up next? The Fringe *Star of Fame* award ceremony and announcement of the 2011 *Best of Fest* Winner! Media are invited to join us for this quick photo opportunity.

**WHEN: Wednesday, August 3, 2011 at 10 am TODAY!**

**WHAT:** Festival director Michele Gallant will present The Fringe *Star of Fame* award to Alderman Gian-Carlo Carra for his outstanding contribution to the arts in Inglewood and the rest of Calgary. Alderman Carra will also announce our 2011 Calgary Fringe *Best of Fest* winner. Interviews will be available.

**WHERE:** Fringe Information Booth - Corner of 9th Avenue and 12 Street S.E. (In case of inclement weather, we'll be at Venu 1008 at 1008 - 14th Street S.E.)

And remember, there's still time to catch the Fringe wave with performances scheduled through to and including Saturday, August 6! For a complete listing of all Fringe Festival 2011 theatre shows, go to [calgaryfringe.ca](http://calgaryfringe.ca).

The 2011 Calgary Fringe iPhone application is available for download FREE through [iTunes](http://iTunes). Look for [FestFinder](#)! Find the Calgary Fringe on [Twitter @CalgaryFringe](#) and on [Facebook](#).

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