



For Immediate Release
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Happy 5th Birthday, YYC Fringe! Calgary's Only Summer Theatre Festival is Celebrating!

(Calgary, AB) - The fifth installment of the **Calgary Fringe Festival** is set to open its doors this August long weekend.

WHAT: Calgary Fringe Festival 2010 - Indoor Theatre Festival presenting acts from around the globe...and from our own backyard!

WHEN: Friday, July 30 to Saturday, August 7, 2010.

WHERE: Inglewood, Calgary's most historic neighbourhood.

The Calgary Fringe Festival is playing host to 27 indoor theatre artist companies this year from all around Calgary, Alberta and the globe. The shows range from children's shows to musicals, to dance, spoken word, puppetry, dramas, comedies, improvisation, mainstream, to new social media favourites and the more risqué... you name it! Whatever your tastes, whatever your age, chances are you'll find it at the Fringe.

"Think of the Fringe like a box of crayons," says Michele Gallant, Festival Director of the Calgary Fringe. "When you open a box - there are so many choices. What colour do you choose? Are you going to stay within the lines - or be adventurous and venture out? The Fringe is the same. There are so many choices!"

And the location of the Fringe Festival is key for proper "fringing."

"Our home is in Calgary's oldest neighbourhood - Inglewood," exclaims Gallant. "All of our venues are within a maximum 10 minute walking distance from each other. Which means, lots of people see a minimum of two to three shows a day! And this year, to make it even easier for theatergoers - the Fringe has an iPhone app! The first of its kind for an Alberta festival - it's available free through the iTunes store!"

Most shows are about an hour in length, with the maximum run time for a couple of shows at 90 minutes. At any given time, there is a minimum of 13 shows to a maximum of 20 shows happening every day of the Fringe.

As for Fringe artists, some are novices... some are more seasoned veterans who tour the Fringe circuit over the summer. Whatever their experience, the Fringe is all about supporting the arts and artistic expression. And 100% of the artist set ticket price goes directly back to the artist!

Mark your calendar, new details and dates for the Fringe:

Thursday, July 29 at 10 am	<p>Media Event</p> <p>Media are invited to Club Paradiso at Village Cantina (1413 - 9 Ave SE) to catch a peek of some of the fantastic Fringe offerings. Interviews will be available.</p>
Saturday, July 31 11 am to 5 pm	<p>Inglewood SunFest</p> <p>Held during the Fringe's opening weekend, it will be vendors and performers galore along 9th Avenue SE (closed between 11th Street and 14th Street). The Inglewood SunFest is open to EVERYONE with no admission charged. A perfect time to bring the family and stroll around!</p>
NEW! Friday, July 30 - Tuesday, August 3	<p>Calgary Fringe Best of Fest</p> <p>Starting July 30, our audience will be able to vote online or at our Fringe on-site box office for their favourite Fringe act. Voting ends Tuesday, August 3 at midnight. Results will be announced on Wednesday, August 4 during our <i>Fringe Star of Fame</i> award presentation ceremony.</p> <p>The <i>Best of Fest</i> winner(s) will perform their award winning show(s) on our closing Saturday, August 7 at 1 pm in their respective venue.</p>
NEW! Wednesday, August 4 at 10 am	<p>Calgary Fringe Star of Fame Award</p> <p>The Fringe is recognizing special individuals and organizations contributing to Inglewood, either as an artist or as a major supporter of arts in Calgary. Come see who is the first to be selected for the honour!</p> <p>The Calgary Fringe will be making a formal presentation on Wednesday, August 4 at 10 am in front of our Information Booth.</p>
Wednesday, August 4 at 7 pm	<p>Show Up and Ship Out to the Fringe</p> <p>The Ship and Anchor on 17th Ave SW began this event last year, and it worked so well - they're bringing it back. For \$25, you get one Fringe show ticket to Ship-chosen performance, <i>Dr Horrible</i>, a bus ride to and from the show, and a free pint at the Ship after!</p> <p>Bus leaves The Ship at 6:15 pm. Contact Vanessa at Vanessa@shipandanchor.com for questions and to R.S.V.P.</p>
NEW!	<p>The Fringe Experience... Patron Days:</p> <p>August 3 - Senior's Day August 4 - BFF at the CFF (Best Friends Forever at the Calgary FF) August 5 - Date Night</p>

For a complete listing of all Fringe Festival 2010 theatre shows, go to calgaryfringe.ca

For more information, interviews and images, please contact:

Karin Põldaas
1128 MEDIA
 403.891.9079
kp@1128media.com