



FOR IMMEDIATE RELEASE

## MEDIA RELEASE

### **Preparing for the next act: Capilano University's Take A Seat campaign invites the community to contribute to the return of theatre performances**

NORTH VANCOUVER B.C. July 22, 2021 – As Capilano University (CapU) plans for the return of on-campus activity this fall, the community has an opportunity to be part of the much-anticipated comeback of live performances and events. Through its timely [Take A Seat](#) campaign, the Capilano University Foundation invites arts supporters and education-minded community members to contribute to the refurbishment of the BlueShore Financial Centre for the Performing Arts at Capilano University (The BlueShore at CapU) in time to celebrate the theatre's 25th anniversary in 2022.

During the pandemic, the stage went black for over a year. While The BlueShore at CapU managed to transition to virtual performances, the darkness was illuminated by the realization of the need for a refresh renovation to update the theatre for 21<sup>st</sup> century students and audiences.

To bring the stage back in style, the Capilano University Foundation is leading a seat-naming campaign to raise \$480,000 for new seating, carpet replacement, aisle lighting and upgrades to improve accessibility in the theatre that opened in 1997.

VIDEO: [The BlueShore at CapU Theatre Refresh - Capilano University](#)

"We look forward to welcoming people back and seeing our seats full once again," says Fiona Black, director of programming, BlueShore Financial Centre for the Performing Arts. "A newly refurbished theatre will ensure the best possible experience for visitors to enjoy our programming that features artists from around the globe."

*Take A Seat* supporters will have their name engraved on a seat plaque in the renovated theatre. Donors of \$500 can name a seat for five years and \$1,000 donations garner the privilege for a full 15 years. A \$5,000 donation is recognized as two named seats for 15 years with a portion of the donation contributing to financial aid for CapU students in the performing arts.

.../2



This seat naming opportunity offers arts supporters the chance to create a lasting legacy for a family member or loved one, to pay tribute to a favourite mentor, or to celebrate their own passion for theatre.

“Theatre is a transformative experience. When we can safely come together again after months of isolation, the arts can help us heal and reconnect with each other, while boosting the economic recovery of our community and artists,” says Black. “We are excited to be preparing for the day when we can bring compelling performances that will stir souls, get feet tapping and fill hearts with joy.”

#### **About The Blueshore at CapU**

The BlueShore at CapU is one of the leading performing arts venues in the Lower Mainland for theatre productions, concerts, lecture series and large community gatherings. The theatre also doubles as an academic facility for Capilano University’s School of Performing Arts. Since its opening in 1997, more than 963,000 people have attended 1,956 events, including 840 performances by Capilano University students. The theatre has helped to build careers, inspire creativity and bring joy to audiences young and old.

#### **About Capilano University**

Capilano University is a teaching-focused university based in North Vancouver, with programming serving the Sunshine Coast and the Sea-to-Sky corridor. The University offers 94 programs, including bachelor’s degrees, in areas as diverse as film, early childhood education and tourism management. Capilano University is named after Sa7plek (Chief Joe Capilano), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the territories of the Lílwat, xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Skwxwú7mesh (Squamish) and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) Nations.

For more information, or to schedule interviews, please contact:

Linda Munro  
Senior Communications Officer  
Capilano University  
t: 604 220 8937  
e: [lindamunro@capilanou.ca](mailto:lindamunro@capilanou.ca)  
[www.capilanou.ca](http://www.capilanou.ca)