



ALBERTA THEATRE PROJECTS

January 21, 2010
FOR IMMEDIATE RELEASE

Media Release

Alberta Theatre Projects Lucky Lotto7 Early Bird & New Year's Draw Winner Announced

Calgary, AB – On January 7th, 2011, Alberta Theatre Projects held the second of four draws in this year's Lucky Lotto7 fundraising campaign. Winner, **Clinton Hesje**, was presented with \$700 of free gas.

"I was thrilled to have won anything, let alone \$700 of gas...Talk about a win that will continue to remind me of Alberta Theatre Projects," said Clinton Hesje of his win. "I have purchased a ticket every year since moving to Calgary because I believe in supporting local businesses, and I enjoy going to the theatre. I try to support the theatre as much as possible from going to the Fringe Festival to larger productions at the EPCOR CENTRE because if these opportunities are not embraced, they disappear."

This year's lottery has six remaining prizes to be won, with a total remaining retail value of over **\$53,700**. Winning tickets will be re-entered into all subsequent draws. Tickets are **1/\$50, 3/\$100 or 5/\$150**.

Remaining Prizes and Draw Dates:

Pre-Valentines Draw – Monday, February 7, 2011

- 7 rounds of golf for a group of 4 at Valley Ridge Golf Club, Calgary
- Home Entertainment System (LED TV with stand, 6 speaker surround sound)*
- Dinner for 7 at Seven RestoLounge*

Grand Prize Draw – Wednesday, March 30, 2011

- 2010 Toyota Prius Hybrid (Premium Package Model)*
- \$7,000 cash giveaway
- 7-day, all-inclusive trip for 2 to the Barcelo Maya Colonial 5-star Resort, Puerto Vallarta, Mexico*

*Some restrictions may apply, see ATPlive.com/Events/Lottery.html for details.

Fundraising initiatives such as Lucky Lotto7 enable Alberta Theatre Projects to enrich the quality of life in Calgary and beyond by producing award-winning seasons of contemporary theatre from across Canada and around the world. These resources help Alberta Theatre Projects to sustain a national leadership role in fostering artistic excellence through the development of Canadian plays during the Enbridge playRites Festival of New Canadian Plays. Finally, these funds assist us in making a lasting contribution to our community through the delivery of our LEGACY (Lifelong, Education and Growth for Artists, Community and Youth) Programs.

Tickets to Alberta Theatre Projects Lucky Lotto7 may be purchased by calling **403-294-7402** or online by visiting ATPlive.com (Note: Ticket packages are not available online, and may only be purchased by phone or in person)

Alberta Theatre Projects thanks our sponsors and partners for their support: **Enbridge Inc.** (Title Sponsor, Enbridge playRites Festival of New Canadian Plays), **Calgary Herald** (Season Sponsor), **Karo** (Season Design Sponsor), **Hyatt Regency Calgary** (Official Hotel), **Pattison Outdoor** (Season Sponsor), and **Heninger Toyota** (LuckyLotto7 Sponsor).

-30-

Media Inquiries

Aldona Barutowicz
Publicist
Alberta Theatre Projects
(403) 294-7433 ext. 1118
ATPlive.com