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**Media Release and photos attached**

## **Nexicom will double the impact of all donations to 4th Line's youth programs during the month of February**

MILLBROOK, ON...4th Line Theatre is excited to announce that their longtime sponsor Nexicom will again double the impact of donations to 4th Line Theatre's Emerging VOICES Program for the 2021 season. Between February 1 and March 1, 2021, donors will be able to inspire more creativity, connection and confidence through their gift to the youth apprenticeship program thanks to the matching initiative.

"Through our Emerging VOICES engagement program, local youth are given the opportunity to gain experience, skills and training that will ultimately help them to achieve their goals, artistic and other, says Managing Artistic Director Kim Blackwell. "What makes the program particularly unique is that local young people work alongside and learn from, professional artist. And the program is completely free of charge."

"While proudly supporting 4th Line Theatre as a Season Sponsor for the past 25+ years, we were extremely excited to expand our yearly financial support to include their new Youth Emerging VOICES Campaign in 2020," explains Nexicom's Sales and Marketing Manager Julie Howe. "This unique program recognizes the importance young people play within our community, and gives voice to their ideas and stories through their participation in the Arts."

4th Line Theatre's Emerging VOICES Youth Apprenticeship Program requires an average of \$20,000 in funding annually in order to effectively train youth volunteers. Donations to this program are used to pay for workshops, vocal and dialect coaching, acting and movement coaching, choreography and fight direction as well as technical production coaching. Additionally, funds are used to provide paid apprenticeship opportunities for selected young artists. Each participant in the Emerging VOICES Program also receives an honorarium to recognize their time commitment.

Each summer, as many as 60 or more youth actors are engaged in productions, each contributing more than 210 hours, while learning to work collaboratively to achieve artistic excellence. The *Double Your Impact with Nexicom* initiative will ensure the program's success in the theatre's upcoming 29<sup>th</sup> season.

Donations can be made online at [4thlinetheatre.on.ca](http://4thlinetheatre.on.ca) or by calling the 4th Line Theatre Box Office & Administrative Centre at 705-932-4445 until March 1<sup>st</sup> to qualify for a matching donation by Nexicom.

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### Attached Photo:

1. Cast members from 4th Line Theatre's 2019 production of Ian McLachlan and Robert Winslow's *Carmel*.

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Our productions are made possible by the generosity of our donors and sponsors including:

**2021 Season Sponsor, Artistic Director Circle: Nexicom Group**

**2021 Major Sponsor, Producer's Circle: Exit Lift Lock Realty**



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