

**“For All
Entertainment
Professionals”**



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Actors' Fund of Canada's "More Than Applause" Campaign returns October 18 – 25, 2004

TORONTO, August 23, 2004 –

The second annual Actors' Fund "More Than Applause" fundraising and awareness campaign is set to return this fall – bigger and better than last year.

Founding President

Jane Mallett

The Actors' Fund of Canada promotes excellence for performers, creators, technicians and other members of creative and production teams in all entertainment industry sectors. The Fund carries out this mission by providing encouragement and short-term financial aid to help entertainment industry workers maintain their health, housing and ability to work after an illness, injury or sudden unemployment.

President

Bruce Clayton

A career in the entertainment industry seems like a dream come true for many people. The all too frequent reality is that entertainment professionals face a precarious livelihood after years spent perfecting and practicing their crafts. The Fund believes that the risks that Canadian artists take as they create some of the finest live and recorded productions in the world should be recognized, valued and supported by all Canadians.

Vice-President

William Webster

The Fund has helped over 10,000 people working in film & television, theatre, music and dance since its creation almost 50 years ago and has delivered over \$2.5 million in financial aid within the past 10 years.

Secretary

Alison MacLeod

The needs are still growing. The last two years have seen a massive 70% rise in requests for assistance, so much so that more than \$400,000 was distributed in the last year alone.

Treasurer

Kenneth Wickes

The "More Than Applause" campaign is an evolution of the "Equity Fights AIDS" drive, run successfully for many years in the Canadian theatre community. While the Fund retains HIV/AIDS relief for entertainment industry workers as a priority, the "More Than Applause" campaign represents an opportunity to gain financial support for, and raise awareness of, its broader mandate of helping entertainment professionals recover from every type of serious illness or injury.

Directors

Penelope Reed Doob

Graham Harley

Avery Saltzman

Paul Shaw

Pam Winter

Joseph Ziegler

Last year's campaign raised over \$40,000 through a wide variety of large and small events and projects. This year, the Fund is encouraging people and organizations from all sectors of the entertainment industry and in all parts of Canada to show solidarity and participate in the campaign week. Industry workers and supporters can join the campaign through spreading the word about the Fund, making personal donations, having bake sales or craft shows, making curtain speeches and "passing the hat", holding 50/50 draws for cast and crew, selling autographed posters, organizing cabaret evenings or other fundraising events – the possibilities are limited only by the imagination. More great fundraising ideas and upcoming events can be found on the Fund's web site at www.actorsfund.ca.

Scott Thompson ("Kids in the Hall", "The Larry Sanders Show") will host the "More Than Applause" Toronto Gala on October 18, 2004 at 8 pm at the Jane Mallett Theatre. The event promises an eclectic mix of the most remarkable talent Canada has to offer in theatre, music and dance. The lineup for this year's event includes the National Ballet of Canada's Rex Harrington, world-renowned modern dance artist Peggy Baker, stars from the Toronto productions of the hit musicals "Mamma Mia", "Hairspray", "Urinetown", "The Producers" and many other outstanding performers. Tickets are available now at (416) 366-7723 or online at www.stlc.ca.

Counsel

Laura Legge, QC

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The Actors' Fund of Canada**