

STRONGER TOGETHER



FOR IMMEDIATE RELEASE: 12:30 p.m., Tuesday, May 3, 2005

MEDIA ADVISORY

Theatrical Coalition to announce next stage in boycott of Blue Man production

The Blue Man Boycott Coalition will be conducting a noon hour media conference on Yonge Street, directly across from the Panasonic Theatre construction site.

DATE: Wednesday, May 4, 2005
TIME: 12:15 p.m.
PLACE: Northwest corner of Yonge St. & St. Mary St.
(Two blocks south of Bloor St.)

The purpose of this event is to launch the next stage of the Coalition's efforts to bring Blue Man Group fully into Toronto's professional theatrical community.

This will include the unveiling of a vivid 700-square foot banner less than one block from the Panasonic Theatre. The banner dramatically challenges Blue Man Group's refusal to cooperate with the representative organizations long recognized by every major theatrical producer in Toronto.

Representatives of the Coalition partners will make brief statements and take questions. Also in attendance will be representatives of the Toronto Building Trades Council and a number of the construction trade unions whose members are working on the site.

Coalition partners include: Canadian Actors' Equity Association (CAEA), the Toronto Musicians' Association (TMA), and Locals 58 and 822 of the International Alliance of Theatrical Stage Employees (IATSE).

The boycott is supported by numerous national and international organizations. In Ontario alone, these organizations represent 1.5 million potential ticket buyers.

For more information or to arrange interviews with spokespersons for the Coalition, contact: Victoria Lord – 416.484.9047 & 647.519.8577 Additional contact: Bill Reno - 416.223.7366