

WORLD  
THEATRE  
DAY



JOURNÉE  
MONDIALE  
DU THÉÂTRE



Professional  
Association of  
Canadian Theatres

EMBARGOED UNTIL MARCH 27, 2024

## CELEBRATE WORLD THEATRE DAY AND SUPPORT CANADIAN THEATRE

### 2024 Canadian Ambassador for World Theatre Day Jani Lauzon

#### Shares a Message of Urgency and Hope for World Theatre Day

**Toronto, Ontario. (March 27, 2024)** - The Professional Association of Canadian Theatres (PACT) in partnership with Association des théâtres francophones du Canada (AFTC) celebrate today's World Theatre Day with award-winning theatre artist Jani Lauzon's message to Canadians.

Theatre is about connection – the spark between audience and performers as the curtain rises, the shared experience as a community, and the conversations that linger after the final bow.

“We got a taste of life without these moments over the last few years. We stayed home, we isolated as we were told to do,” says Jani Lauzon, award-winning theatre artist and 2024 Canadian Ambassador for World Theatre Day. “And now we are faced with a choice; be complacent or rally together to ensure that our ability to be together, learning about each other, remains an important part of our lives.”

“While World Theatre Day is a time to celebrate the joy, connection, and contribution that theatre brings to our communities, it is also a time to rally behind our theatres.” Says PACT Executive Director Brad Lepp. “Our theatres need our help and it is time for all of our partners to get involved.”

“Art, good art, manages in its wonderful way to combine the utterly unique with the universal. It lets us understand what is different—what is foreign, you might say—as being universal,” says Jon Fosse, playwright and International World Theatre Day Ambassador “By doing so, art breaks through the boundaries between languages, geographical regions, countries.”

For more information about World Theatre Day 2024 and to see Lauzon's and Fosse's full messages visit: [PACT.ca/WorldTheatreDay](https://PACT.ca/WorldTheatreDay)

This World Theatre Day, PACT is encouraging all Canadians to get involved and support their local theatre companies through three simple actions:

1. Book a ticket to go see a show and post about it using #GoSeeAShow . Not sure where to start? You can find a map of national theatres and event listings by visiting: [PACT.ca/WorldTheatreDay](https://PACT.ca/WorldTheatreDay)
2. Contact their elected officials at all levels to increase public support, by visiting: [Show your Support for Canadian Theatres! | New Mode](#)
3. Watch, listen, or read Jani Lauzon's inspirational message and share it with others on social media using the hashtags #RallyForTheatre and #WorldTheatreDay. See the full message by visiting: [PACT.ca/WorldTheatreDay](https://PACT.ca/WorldTheatreDay).

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Lauzon is a multidisciplinary artist of Métis/French/Finnish ancestry. She is a 9-time Dora Mavor Moore nominated actress, a three-time Juno nominated singer/songwriter, a Gemini Award winning puppeteer, an award-winning director, and an artist educator. For more information, visit: [PACT.ca/WorldTheatreDay](https://PACT.ca/WorldTheatreDay)

Launched in 1962, World Theatre Day is recognized annually on March 27, as an opportunity for theatre professionals, organizations, governments, and audiences to celebrate and promote the art form around the world.

### **World Theatre Day - International**

The International Theatre Institute (ITI) chose **Jon Fosse**, eminent Norwegian writer and playwright, and 2023 Nobel Laureate in Literature, as the author of the World Theatre Day Message for 2024. Fosse's extensive body of work includes plays, novels, poetry collections, essays, children's books, and translations. Fosse's writing style is characterized by minimalism and emotional depth, making him one of the most performed playwrights in the world. For more information and to view Fosse's message visit: [World-theatre-day.org](https://World-theatre-day.org)

### **World Theatre Day for Children & Youth - Canada**

The International Association of Theatres for Children and Young People Canada (ASSITEJ Canada) celebrated World Theatre Day for Children & Youth on March 20, 2024. This year's Canadian Ambassador for World Theatre Day for Children & Youth was **Bianca Richard**. Richard is an award-winning actor, creator, puppeteer, and theatre and film writer. Her work spans television, theatre creation, and short film production. For more information and to view Richard's message visit: [World Day of Theatre for Children and Young People 2024 \(assitej.ca\)](https://WorldDayofTheatreforChildrenandYoungPeople2024(assitej.ca)).

### **About PACT**

PACT is the collective voice of professional Canadian theatres, a leader in the performing arts community, and a devoted advocate of the value of live performance. PACT represents over 160 professional English-speaking theatre companies operating in communities across the country, ranging from the largest performing arts organizations in Canada, to smaller theatre companies that serve their audiences in a wide variety of communities; from rural to urban, commercial to independent, theatre for young audiences to culturally specific, and everything else in between.

### **About the ATFC**

The ATFC is a national arts service organization. It represents and serves 17 members – professional theatre companies operating in the Canadian Francophonie, along with some 400 independent artists working in their orbit.

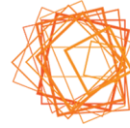
### **About ASSITEJ Canada**

ASSITEJ Canada is a membership-driven, non-profit, inclusive service organization. It supports and promotes the cross-cultural exchange of knowledge, development and practice in the professional

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performing arts for young audiences in order to increase creative co-operation and to deepen mutual understanding.

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