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POP-UP THEATRE PROPS UP PROFITS!

Pop-up Professional Theatre in unconventional venues may not be the *normal* way of experiencing quality stage performances, but it works very well in the region of Muskoka/Parry Sound - and beyond.

Since their first production, the award winning Canadian musical “**Billy Bishop Goes To War**” staged in the fall of 2017 and spring of 2018, **Dot The T Productions** has been entertaining audiences throughout the 14,000 + square kilometers of Muskoka and Parry Sound. And beyond. Complete with their portable 16’ x 12’ stage, lighting and sound equipment, they can literally set up within 3 hours and perform some of the best theatre you will find in Ontario. You can find them performing in restaurants, golf clubs, curling clubs, churches, community halls, legions, brew houses, backyards and anywhere else that offers the required space. So successful is this format, they are often recruited outside of the region for fundraisers or because they offer quality stage performances for a limited run and intimate audiences. Toronto, Peterborough, Barrie, Orillia, Deep River and Midland have reached out and were glad they did. To quote Eugene Rea, General Manager and Artistic Director of the Midland Cultural Centre “**The show was riveting! To call it a success would be a great understatement. The Midland audience is very discerning - and the standing ovation enjoyed by the talented and on-point cast said it all.**” Or what Jim Rennie, Director of Golf for the Windermere Golf & Country Club in Muskoka Lakes had to say “**It was a definite plus to have this event at our course, especially during the slower time of the golf season. It was an economic benefit to our club and I would welcome Jan, her support team and the actors back in the near future. The performance created a definite “buzz” in the community and has been talked about over the past few months. All of our members and guests raved about the meal and performance and have asked when we will have another.**”

Priding itself on providing employment to the local theatre professionals of Muskoka and Parry Sound under Canadian Actors Equity INDIE 2.2 agreement, Dot The T has found a win/win/win within the entertainment industry. Taking their shows on the road throughout this vast region offers local and seasonal residents a night out close to home. But it also provides the welcome income to local businesses and organizations who host these shows through food and beverage sales. “*I often ask venue owners and organizers to book us for their slowest night and in turn make it one of their most profitable*” says Dot The T’s artistic director and producer, Jan Jacklin.

Offering 3 to 4 shows from spring to Christmas, Dot The T has built a reputation of NOT-TO-BE-MISSED productions. Their line up for 2020 starts in June with the Broadway hit “**Love Letters**” written by A.R. Gurney, and performed by Lake of Bays actors William Colgate and Joan Bendon; then a 2 week run of the hilarious comedy “**Separate Beds**” written by award winning Canadian playwright, MJ Cruise, in August – including 6 performances outdoors in Lake of Bays where you bring your own chair, appetizer and beverage, and starring seasonal Muskoka Lakes residents who are known for their comedic brilliance at Toronto’s Second City, Shari Hollett and Chris Earle ; and to finish off the high-season in early autumn, *a mom’s night out event* with the world premiere of the hilarious comedy “**Me, A Mamma**” directed by Muskoka Lakes resident - award-winning playwright, director and actor Maja Ardal,. For the holiday season this year, they are planning a stage reading performance of Dylan Thomas’s “**A Child’s Christmas In Wales**” - complete with children’s choir.

“We have a staple of venues that ask us back year after year but we are always looking to expand and grow. Any space that has room for our portable stage, plus room for 70 to 100 people works perfectly” says Jacklin. *“We would love to chat with any business or organization looking to increase their profits and excited to open themselves up to more patrons. What business doesn’t want that?”* adds Jacklin.

Theatre lovers and businesses can check out details of their upcoming productions, bios of the casts and crew and dates still available on their website at <https://dotthetpro.ca> They can be followed on Facebook, Twitter and Instagram or sign up for their e-newsletter.

Keep it in the region and in YOUR cash flow. Book a performance by Muskoka’s professional theatre company TODAY. Jan Jacklin can be reached at dotthet@yahoo.com or **705-380-7082**

*Submitted by
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