

Kaleidoscope Theatre Productions

PROFESSIONAL THEATRE FOR THE WHOLE FAMILY

July 30, 2010

MEDIA RELEASE

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KALEIDOSCOPE THEATRE ANNOUNCES NEW GENERAL MANAGER

Victoria, B.C., - July 30, 2010 – Kaleidoscope Theatre welcomes new general manager, Anthony (Tony) Edgington an award winning artistic director, producer, executive director, performer and playwright. Anthony has also held the prestigious position of Chief Executive Officer & Executive Producer of Ocean Entertainment Worldwide, a private professional multi-entertainment company, for the last 15 years. Ocean Entertainment Worldwide has brought live entertainment to world stages around the globe to great success.

Born and raised in Victoria, Anthony left high school in 1995 to open Ocean Entertainment Worldwide, while continuing to work in various theatrical companies, writing, producing and performing, primarily in Vancouver and Toronto. Upon his return to the west coast in 2003 he worked extensively in executive management as a founding GM for two newly formed professional ballet companies.

Anthony began his performing career at age 6, in live theatre, and has continued to work regularly for 28 years in all forms of the industry including stage, television, and motion picture as a Director, Manager, Agent, Producer, Executive, Fundraiser, Performer, Publicist and Playwright.

In 1995, at age 19, he founded *Ocean Entertainment Worldwide* where he represented over 16 professional artists throughout Canada, the United Kingdom and the United States, while at the same time, producing multiple productions for the stage. While maintaining many of these positions Anthony has also hosted and lectured at dozens of events in theatre and dance across the country, represented several international fashion models, in both, runway and print for designers in Milan, Paris, Canada and the USA, has been invited to consult on numerous productions as an Artistic Advisor, and is now beginning to play a more active role in charities and foundations that he personally, and his company, support globally.

Anthony has had a direct hand in the presentation and creation of more than 175 productions and events to date. Most recently he presented the concert series **Legends**, celebrating great women in music, to standing ovations, and the World Premiere Concert **Great Ladies of Jazz** along with a multitude of ballets, concerts, and currently he will be producing new television projects in Johannesburg, South Africa and here in Canada.

Anthony has received several awards for Arts Excellence, Service, and Citizenship over the course of his career. When not in production Anthony also finds enjoyment as a writer of literature and is currently working on his first book **The Single Father Challenge**, set for publication in late 2010, along with several children's books. He is currently recording his first jazz album while also completing his studies to become a **Clinical Therapist** with a primary focus on relationships, children and couples.

Anthony has had a passion for theatre since childhood and has committed his life to enhancing, educating and presenting the art form to as many people as possible.

Kaleidoscope Theatre has been very fortunate to have had Barbara Howatt as general manager since March 2009. Barbara has decided to step down as general manager and will be replaced by Tony Edgington as of August 1, 2010.

“On behalf of the members of the Board, I would like to express our gratitude to Barbara for all that she has contributed to Kaleidoscope. She has been tireless in her efforts, and highly effective in her management of the Society... it is greatly appreciated. We wish her well in what will be, I'm sure, a very active retirement” says Yvonne Sharpe, President of the Board of Directors. Leslie Bland, Kaleidoscope's Artistic Director, agrees “We appreciate all of Barbara's efforts on behalf of our organization. It's been a pleasure working with her over the past year and a half.”

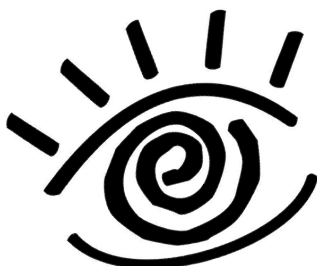
As the new general manager of Kaleidoscope Theatre, Tony will be focusing his attention on four key strategic areas: long term development, strategic marketing and branding, volunteerism and the growth of the Kaleidoscope Performing Arts Studio.

His focus on long-term development will include strengthening the existing relationships with supporters, both individual and corporate, as well as generating new partnerships. He would like to broaden Kaleidoscope's audience demographics and reach out to new families relocating to the capital region. He will be seeking out acquisition of material gifts in kind, and hopes to create a permanent scenic construction shop.

Annalyn Richardson, Marketing and Development Coordinator, is excited to be working with the new General Manager, and looks forward to developing stronger community relations and exposure for Kaleidoscope Theatre through unique promotions to create a new strategic marketing and branding campaign.

Tony's efforts will also extend to assisting the Kaleidoscope Performing Arts Studio to reach its maximum growth potential in offering professional training through increased programming and presentation opportunities for our students. Through his many contacts in the entertainment industry, Tony will be inviting celebrity guest speakers to enable students the opportunity to receive first hand knowledge from working industry professionals. This includes guest actors from motion pictures & television “Twilight (Eclipse)”, “Degrassi”, “Instant Star” to name a few, along with, major guests artists and executives from the theatrical, world music, dance and production industries.

For more information on Kaleidoscope Theatre or to schedule an interview, please contact Annalyn Richardson at (250) 383-8124 or marketing@kaleidoscope.bc.ca



Annalyn Richardson
Marketing & Development
Kaleidoscope Theatre
3130 Jutland Road
Victoria, BC, V8T 2E3
ph: 250.383.8124
fax: 250.383.8911
toll free: 800.811.5777
marketing@kaleidoscope.bc.ca
www.kaleidoscope.bc.ca

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