

Media Release - For Immediate Release – January 3, 2012

## *Theatre Aquarius Food Share Drive Rocks!*



*Actor Jeff Giles and the Cast of Poodle Skirts to Platform Shoes present the proceeds of the holiday fundraising campaign to Hamilton Food Share's Sheba Khan.*

Hamilton, ON, January 3, 2012 – For the second straight year, the cast and audiences of Theatre Aquarius' holiday musical have joined together in the spirit of the season to help fight hunger in our community. At the conclusion of each performance of the rock revue *Poodle Skirts to Platform Shoes*, actor Joseph W. Matheson made an appeal directly to the audience in the Dofasco Centre for the Arts to join the campaign on behalf of Hamilton Food Share. The cast would then join the audience in the lobby to collect donations and to talk about the show. The opportunity to take the tremendous positive energy of the show, and channel it into such a worthy cause was embraced by Theatre Aquarius audiences, and together they have raised \$19,000 to aid in Hamilton Food Share's efforts to eliminate hunger in our community.

Hamilton Food Share's mission is to diminish hunger in our community by collecting and sharing food and other resources through effective partnerships that strengthen our response to hunger. Since Hamilton Food Share is able to buy \$5 worth of food for every \$1 raised, this fundraising effort spearheaded by the cast of *Poodle Skirts to Platform Shoes* will result in the distribution of \$95,000 worth of food to members of our community in need.

Theatre Aquarius is a recognized leader in Canadian theatre. We produce work of the highest quality, premiere new plays, develop the skills of professional artists, invest in youth and families and contribute to the quality of life in this region. We house two performing spaces and offer 10 plays every season. Theatre Aquarius acknowledges the support of the Ontario Arts Council and Canada Council for the Arts, ArcelorMittal Dofasco Inc. (Founding Partner), and Ron and Donna Patterson (Season Sponsors).

*Media Contact/Information: Gregg Taylor, Marketing and Development Manager  
905-522-7815 ext 235 gtaylor@theatreaquarius.org*