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## ***MEDIA RELEASE***

**Attention: Arts & Leisure/Arts & Entertainment/Foreign/Multicultural editors**

### **For Immediate Release**

## Hellenic Heritage Foundation pledging to raise \$1 million for new Centre for the Performing Arts

**TORONTO, April 28, 2003** – The Hellenic Heritage Foundation, a Toronto-based charitable organization established in 1996, raise money for various community projects focused on the preservation and advancement of Hellenic education, culture and heritage in Canada.

In December 2002, the Hellenic Heritage Foundation successfully fulfilled its first major pledge, to raise \$2 million to establish Toronto's first permanent Chair in Hellenic Studies at York University, a program that has already seen a higher than expected enrollment.

"A dream that started...by mainly a small group of 14 people has become reality," said John Dagonas, President, Hellenic Heritage Foundation. Through teamwork, the organization's Board of Directors was "clearly able to see their target and quickly realize that it was their destiny to reach it," said Dagonas.

The Hellenic Heritage Foundation has since then moved on to their next major fundraising project; raising \$1 million to build a new Centre for the Performing Arts in Toronto.

Western theatre was born in Athens, Greece 2000 years prior to Shakespeare appearing on the British stage, thus making Greek Theatre history's first recorded kind of this art form. The Ancient Greeks created a theatre culture that has influenced playwrights throughout history and into modern times.

Raising money for a new Centre for the Performing Arts in Toronto therefore fits perfectly within the Hellenic Heritage Foundation's mandate. This new theatre will be located in the East end of Toronto and available to Torontonians at large, supporting community theatre groups in need of a professional practice and performance arena but unable to pay the top price of some of Toronto's other venues.

The first main fundraising effort toward the new Centre for the Performing Arts is a Gala and Fashion Show scheduled for Saturday, May 31<sup>st</sup> at the Grand Baccus Banquet and Conference Centre in Markham, ON. This event attracts approximately 600 people annually and raise over \$100,000 each year through ticket sales and Silent Auction bids.

Although a social event, the Hellenic Heritage Foundation Gala, *ORAMA 2003*, is a fabulous venue to make new business contacts while increasing your philanthropic efforts within the community. As the Hellenic Heritage Foundation is a charitable organization, tax receipts are issued for the eligible part of each ticket.

Tickets are currently 50 per cent sold. Limited sponsorship opportunities are also available. Don't miss out on this fabulous event. Order your tickets today!

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**For more information or to reserve tickets, please contact:**

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