



## **\$124,900 Ontario Trillium Foundation Grant Provides New Ticketing Platform to Support Audiences**

Tuesday, September 6, 2022

**FOR IMMEDIATE RELEASE** – As Drayton Entertainment looks to the Fall and commences plans on its 2023 Season, it will be supported with a \$124,900 grant through the Resilient Communities Fund administered by the Ontario Trillium Foundation to acquire a new customer relationship management system (CRM).

A new, robust ticketing platform will be critical in helping Drayton Entertainment continue its recovery from the COVID-19 pandemic. The award-winning theatre organization's 7 stages across the province were effectively shuttered for more than two years, before reopening this past spring. The system will increase mobile ticket functionalities, thereby reducing in-person lines and congestion; more effectively support online donations and gifts of Membership to sustain theatre operations; and implement attendance capacity limits and physical distancing measures as needed, in response to government and public health guidelines.

"The arts are an essential component of a happy, healthy community, and it's wonderful to see Drayton Entertainment recognized for the vital role it plays in so many communities throughout southern Ontario," says **Brian Riddell**, MPP for Cambridge.

The new ticketing platform will expand on Drayton Entertainment's work in digital programming and online theatre experiences, allowing the organization to extend its reach and maximize its impact. To date, Drayton Entertainment has included a number of online behind-the-scenes documentaries, live concerts, digital variety shows, and a variety of workshops and programs geared to young people.

"With the support from the Ontario Trillium Foundation we will be in a much better position to meet the needs of audiences today, and anticipate the needs of audiences in the future," says **Alex Mustakas**, Artistic Director & CEO of Drayton Entertainment.

The Ontario Trillium Foundation (OTF) mission is to build healthy and vibrant communities across Ontario. As an agency of the Government of Ontario, and one of Canada's leading granting foundations, last year, OTF invested nearly \$209M into 2,042 community projects and partnerships, which included funding for the Government of Ontario's Community Building Fund. Since 2020, OTF has supported Ontario's economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit [otf.ca](https://otf.ca) to learn more.

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