

FOR IMMEDIATE RELEASE
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Hamilton's "Fab Four" Join Forces

Hamilton, Ontario, August 8, 2006 – Representing the four professional components of Hamilton's arts and culture scene, the Hamilton Philharmonic Orchestra, Theatre Aquarius, the Art Gallery of Hamilton and Opera Hamilton have joined forces to form "Hamilton's Fab Four".

Hamilton's Fab Four has formalized a partnership initiated several years ago and will focus on joint marketing initiatives to increase ticket sales for the 2006 – 2007 season for each of the partners.

Hamilton's Fab Four has created a coupon program that is being strategically distributed and fall/winter hotel packages in conjunction with local hotel accommodations plus regional advertising and public relations.

Each partner uses a unique identifier that ties the art form/genre with its organization on promotional material: "Music to Your Ears" - the Hamilton Philharmonic Orchestra, "Engage Your Imagination" – the Art Gallery of Hamilton, "Live on Stage"- Theatre Aquarius and "Stories that Sing" - Opera Hamilton. "Hamilton's Fab Four is in its infancy," noted HPO's Julie Sutton-Yardley. "Each partner is enthusiastic and committed, so we're looking forward to a successful season ahead."

For more information please contact a member of Hamilton's Fab Four: Hamilton Philharmonic Orchestra, Julie Sutton-Yardley 905-526-1677 Ext. 225. Theatre Aquarius, John McHenry 905-522-7815 Ext. 235. Art Gallery of Hamilton, Larissa Ciupka 905-527-6610 Ext. 237. Opera Hamilton, Kim Neil 905-527-7627 Ext. 235.

- 30 -

Hamilton's Fab Four – Partner Profiles

Theatre Aquarius:

Founded in 1973, Theatre Aquarius is Hamilton's regional professional theatre. Currently in its 34th season, over 8,300 subscribers and over 100,000 patrons can enjoy world-class plays, sparkling musicals and hilarious comedies that are performed from September to May. Productions use the best design teams and the best stage actors and directors from across Canada. With an annual operating budget of \$3 million, Theatre Aquarius is the 3rd largest regional theatre in Ontario. Its mission is reaffirmed by the stories of heart, humor and humanity that shape and describe experiences in Hamilton. For more information contact John McHenry, Communications & Public Relations, jmchenry@theatreaquarius.org, 905-522-7815 Ext. 235 or visit www.theatreaquarius.org.

Art Gallery of Hamilton:

Founded in 1914, the Art Gallery of Hamilton is Ontario's third largest public art gallery and owns one of the finest collections in Canada. The Gallery has three major collecting and programming strengths as seen in its 8,500-strong permanent collection: 19th-century European, Historical Canadian and Contemporary Canadian. Exhibition highlights in 2006 include Great Masters Series: Vincent van Gogh (until September 23, 2006); Sublime Embrace: Experiencing Consciousness in Contemporary Art (until September 4, 2006); and Hungarian Splendour: Masterpieces from the National Gallery in Budapest (September 23 – December 31, 2006). The Hamilton's Fab Four coupon offer invites up to four visitors to receive \$4 off admission to see one of the Gallery's banner exhibitions. Contact Larissa Ciupka, Director Marketing & Communications, larissa@artgalleryofhamilton.com, 905-527-6610 Ext. 237 or visit www.artgalleryofhamilton.com.

Opera Hamilton:

Opera Hamilton was established 27 years ago, growing out of the community-based "Festitalia" annual cultural event. The company's commitment to engaging and promoting Canadian talent in its productions has created a unique position within the opera field. With the support of over 800 donors and nearly 3,000 loyal subscribers, Opera Hamilton will present its 2006/07 season to over 10,000 opera fans. The season will include Mozart's Don Giovanni, Saint-Saëns' Samson et Dalila (in concert), and Puccini's Tosca. In addition to the season, critically acclaimed soloists Measha Brueggergosman and Michael Schade will give recitals as part of Opera Hamilton's Great Singers Recital Series. Opera Hamilton strives to ensure accessibility by offering affordable ticket prices and engaging in various education and outreach initiatives. Contact Kim Neil, Marketing Manager, kneil@operaontario.com, 905-527-7627 Ext. 235 or visit www.operaontario.com for more details.

Hamilton Philharmonic Orchestra:

The Hamilton Philharmonic Orchestra is a major tourist attraction and crowning jewel in the community, enjoying a 120-year legacy of orchestral music. The HPO plays annually to more than 13,000 music lovers in its "Pops" and "Masterworks" concerts and thousands more at outdoor concerts and special performances. Presenting a range of music for many tastes from classical and jazz the HPO highlights the unique excitement of "live" orchestral music featuring brilliant soloists and magical evenings. Ten Saturday night concerts are performed at Hamilton Place from September to June. Contact Julie Sutton-Yardley, Director of Marketing, jsuttonyardley@hpo.org, 905-526-1677 Ext. 225 or visit www.hpo.org for more details.