



## Vancouver Playhouse International Wine Festival Bacchanalia Gala Dinner + Auction Raises \$273,000 for Playhouse Theatre Company

**FOR IMMEDIATE RELEASE - March 26, 2009 - Vancouver, BC...** The wine was flowing and the bids were rising as the 2009 Vancouver Playhouse International Bacchanalia Gala Dinner + Auction raised **\$273,000** for the Playhouse Theatre Company. Held at the Fairmont Hotel Vancouver on Wednesday, March 25, the Bacchanalia Gala is the crown jewel of the week-long Vancouver Playhouse International Wine Festival, which continues through March 29, and is the premier annual fundraising event for the Playhouse Theatre Company.

The auction portion of the evening raised \$169,142. Additional activities such as sponsorships, cash donations and a raffle for a trip for two to explore the Okanagan Wine Region, accounted for the rest of the evening's grand total.

The centrepiece of the Vancouver Playhouse International Wine Festival and one of the most spectacular events in the city, the Bacchanalia Gala provides an unparalleled opportunity to enhance your wine cellars and the spirited live auction, that accounted for nearly \$70,000 of the evening's total, offered rare, valuable and unusual wines, donated by some of the world's top winemakers and private collectors. The Fairmont Hotel Vancouver's Executive Chef, Robert LeCrom, created a five-course meal of gastronomic delights that, together with one reception Champagne and two wines paired to each course, left everyone's senses reeling.

"It is in these times that the true generosity of our nature is revealed," said Playhouse Artistic Managing Director, Max Reimer. "That we chose to celebrate and share the experience of fine wine for the benefit of great theatre demonstrates our community priorities as much as our personal tastes," he said. "With the funds generated, the Playhouse provides educational programs for the young, world-class theatre at accessible prices and regional resources for dozens of other theatre companies and artists in our community. I thank all of the participants from the enthusiastic bidders to the multitude of dedicated volunteers and staff that make this event a wine industry and arts fundraising success!"

"In challenging times it is even more important that we support the arts – they lift us, help us to escape the gloom and reminds us of the unfailing human spirit," says Vicki Prince-Wright, Chair of the Gala. "The Bacchanalia Gala is not just an event to raise money for the Vancouver Playhouse, it is an opportunity for a community to come together and make a statement about the importance of good theatre – it is an opportunity to build relationships within the community.... and of course it is an opportunity to dress up and indulge in the bacchanalian pleasures of great wine and fabulous food!"

The Vancouver Playhouse International Wine Festival is celebrating its 31<sup>st</sup> Anniversary in 2009 and is chaired by Tony Ryan. The Bacchanalia Gala is presented by Goldcorp and chaired by Vicki Prince-Wright.

The Vancouver Playhouse Theatre Company is British Columbia's premier regional theatre company, producing engaging plays of the highest calibre since 1962.

-30-

Media Contact:

John McHenry

Communications Manager

Direct: 604.638.5540

[jmchenry@vancouverplayhouse.com](mailto:jmchenry@vancouverplayhouse.com)