

TNT Productions supports decision to suspend FolkFest in 2007

For Immediate Release

VICTORIA, CANADA, November 15, 2006— TNT Productions is voicing its support for the decision to suspend production of ICA FolkFest in 2007. The decision, which was made by the Inter-Cultural Association of Greater Victoria (ICA) Board of Directors, was announced earlier today.

Since 1999, TNT Productions has been the production management team contracted by ICA to produce the annual festival. The company's owners Tyl van Toorn and Tracy Summers have an even longer history with the event; they've been involved as staff and volunteer performers since the early 1990s.

"This event has always been extremely close to our hearts," says Summers. "It's where we cut our teeth and where we got started as a company. Over the years we've expanded our portfolio but FolkFest has always been the event we loved best, the one we maintained as a means of contributing to our community."

"We've worked closely with ICA to help them realize their vision and are proud of the successes we've achieved," says Summers

In recent years, FolkFest developed a higher profile, experienced record attendance during evening performances, added professional artists to the roster and expanded its programming to encompass physical theatre, culinary arts and a diverse mix of multicultural music. It has been voted #1 Festival for five consecutive years.

Despite these successes, FolkFest experienced a 35% reduction in attendance—almost exclusively during the daytime—and posted a deficit of approximately \$200,000 in 2006.

- more -

This shortfall was one of several key factors that impacted ICA's decision to suspend production of the festival in 2007. Another key factor was the awareness that within its current format the daytime programming was not keeping pace with the rest of the artistic developments.

According to Summers, "It has become increasingly apparent that there are two distinct audiences at FolkFest: the traditional audience, which attends primarily for the food and crafts, and a new audience, which is interested in the programming and would like to see all-day professional entertainment. One event cannot meet all of these expectations.

"This is a difficult situation but we also see it as an opportunity for ICA to develop a new vision. We wholeheartedly support them in this decision and are actively participating in their evaluation and planning process."

TNT Productions Inc.**www.tnt-productions.com**

TNT Productions Inc. is a small company co-founded by Tracy Summers and Tyl van Toorn in 1998 for the express purpose of producing public celebrations that inspire and animate diverse, live audiences. ICA FolkFest was our first client. Since then, the company has evolved into one that specializes in the management and execution of large-scale, outdoor festivals and public celebrations.

For the past eight years, TNT has been proud to produce high-calibre, accessible arts programming in Victoria—from ICA FolkFest and Open Air in Centennial Square to the Canada Day fireworks, Canada Day Concert at the Legislature and Millenium Celebration. TNT has also been involved in the success of a wide range of projects throughout BC, Canada and into the US, including the ESPN Summer and Winter Games, the FIS World Snowboard Championships, Wakefest, Slam City Jam and the BC Festival of the Arts.

Despite the scope of its projects, TNT remains a small company with five full-time staff; its headquarters are in Victoria. Tracy Summers and Tyl van Toorn are deeply committed to contributing to Victoria's arts community. Under their guidance, the company continues to explore new cultural initiatives for Victoria.

Media Contact :

Shelley Motz
250.388-5899Shelley@tnt-productions.com