



NEWS RELEASE

For immediate release

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LiveRush Program Offers Discounted Tickets to Students

(Calgary, AB) – Students are in school, the fall arts season is in full swing and Calgary Arts Development (CADA) is busy promoting the LiveRush program!

By offering low cost (usually \$20 and under), last minute tickets to arts and culture events, LiveRush aims to develop audiences and provide high school and post-secondary students with a wide variety of arts choices at affordable prices.

CADA advertises the program to students through partner promotions, online content and email newsletters, posters in high schools and on post-secondary campuses and ads in post-secondary daytimers.

Recently, CADA launched CalgaryCulture.com, a one-stop arts listings site that has replaced LiveRushCalgary.ca for providing LiveRush event listings. LiveRush information can now be found at CalgaryCulture.com/LiveRush.

Participating organizations include Alberta Ballet, Alberta Theatre Projects, Art Gallery of Calgary, Calgary Opera, Calgary Philharmonic Orchestra, Decidedly Jazz Danceworks, EPCOR CENTRE for the Performing Arts, Lunchbox Theatre, One Yellow Rabbit, Theatre Calgary, Theatre Junction, Vertigo Mystery Theatre and many more.

Organizations interested in becoming LiveRush partners should contact Lindsay Bowman, Program Coordinator, Marketing & Communications at Lindsay.Bowman@CalgaryArtsDevelopment.com or (403) 264-5330, extension 206.

Contact Information

For interview requests and other inquiries, please contact:

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About Calgary Arts Development

Calgary Arts Development was created in 2005 to lead long-term, strategic development of the arts sector in Calgary, guided by the 2004 Civic Arts Policy. Calgary Arts Development invests municipal arts funding of \$3.75 million annually in 160 local arts organizations, provides support to the arts community, private developers and public and private sector funders engaged in arts space projects and engages in strategic marketing initiatives to increase arts participation and raise awareness of Calgary's arts sector locally, nationally and internationally. Visit CalgaryArtsDevelopment.com for more information about our activities and initiatives.