



**Media Advisory
For immediate release**

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New Francophone Liaison Officer at Market Hall

Market Hall is pleased to announce that a newly created volunteer position has been filled by Elyse Bruce, a French speaking musician and songwriter.

Elyse has wasted no time in settling in to her new position and working with other partners and groups in the city.

“I was thrilled to attend ‘Contact Ontario’, Ontario’s French performing arts showcase, in Toronto last week. It is an opportunity for Francophone artists to offer brief glimpses of their work so that presenters like Market Hall can have confidence that the show will be a good fit with the intended audience. This is especially critical when young audiences are involved. “

It was also a chance to help put Peterborough on the map for touring artists and their managers. “We hope that having Elyse meet with artists means that we’ve helped ‘shorten the 115’ and encourage artists to consider Peterborough as a destination for their show as they travel across Ontario and Quebec.” Says Karen August, Director of Development at Market Hall.

Market Hall took advantage of a bursary offered by the Vitrines Musicales Program, managed by Musicaction for the Department of Canadian Heritage which offset the costs of registration and travel. As a three day event, it can easily become prohibitively expensive for small organizations to send a delegate. This is the first time that MH has sent a representative to the popular event.

“We’ve had great response to our French language programming in the past, and we want to ensure that we continue to bring top quality francophone artists to Peterborough. We have two French Immersion school programs in the city as well as a French language school and we want to offer students and teachers positive and authentic cultural programming to support them.” says Karen August, Director of Development at Market Hall

*Market Hall Performing Arts Centre works to develop, nurture and sustain
the performing arts in Peterborough’s historic Market Hall.*

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