

WELLAND LEADING THE WAY

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FOR IMMEDIATE RELEASE



FRIDAY NIGHT LIVE IS COMING TO THE WCWC THEATRE NEAR YOU

Welland, ON – The Welland Community Wellness Complex (WCWC) is making some changes to the theatre's 2016 performance schedule. Due to the enormous turnout at last summer's Concert Music Series at the Merritt Park Amphitheatre, City Staff have decided to enhance and complement the music series by launching Friday Night Live; a new music series that will run from March to May and September to November. All genres of musicians, dancers, singers, and bands are invited to forward a submission for consideration to perform during the Friday Night Live 2016 Concert Series.

Cassandra Magazzeni, Arts and Culture Coordinator for the City of Welland has the challenge of organizing a diverse and entertaining line-up for Friday Night Live. She's optimistic that audience members will appreciate additional live entertainment before and after the summer festival season. "The crowds seemed to follow the outdoor series last year, which depleted the audience from the Variety Nites Concert Series," said Magazzeni. Since the crowds from Variety Nites have diminished, staff decided not to compete with the summer concerts, but rather add to the performances.

The large crowds gathering at last summer's outdoor Concert Series confirms that the community prefers to be captivated under the stars and near the waterway during the summer season; therefore, staff at the WCWC will provide something the community does not have. "We want to entertain our audience with high quality performances before and after the summer season," said Magazzeni. The monthly concert series will run March to May and September to November in the WCWC Theatre, with all performances beginning at 7:00 p.m. Applications to perform can be found online at www.welland.ca under the forms section on the website. For sponsorship inquiries please contact Cassandra Magazzeni at 905 735-1700 ext. 4032.

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