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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Downtown Theatre to be Presented by Pratt Homes

(Barrie, ON) The downtown theatre has a new sponsor and will soon have a new permanent name. Tonight, Barrie City Councilors gave initial approval for Pratt Homes as the new sponsor for the theatre, which is located at the Five Points intersection (1 Dunlop St. W.)

“This is fantastic news for our city, said Mayor Jeff Lehman. “Pratt Homes has been a major part of our community for more than 100 years, so it’s very fitting that their name will be associated with our downtown theatre. I want to thank Pratt Homes and Pratt Development for this sponsorship and for their continued generosity to their community.”

Last February, the City issued an RFI (Request for Information) to determine the level of interest in the naming rights for the Centre for the Performing Arts. Staff successfully negotiated a 15 year sponsorship agreement with Pratt Homes and Pratt Development for \$300,000, to be paid in the first four years.

Pratt Homes will work with the City to host a community wide competition for the naming of the theatre. The winning name selected by the community will become the future name of the downtown theatre. In the interim the theatre will be known as the Centre for the Performing Arts until the competition is completed and the community has selected the new name.

“We’re very excited the City of Barrie Councilors gave their approval.” said Karen Hansen “This competition to name the theatre will be integral in giving such an important building in our City its own identity and allowing the residents of Barrie to have their say.”

To submit an idea for the theatre name, visit renamethisbarrietheatre.ca. The contest will run from December 12, 2017 to January 12, 2018 at 4:30 p.m. From the submissions received, Pratt Homes, Pratt Development and The City of Barrie will create a short list of 5 names for the public to vote on from January, 17, 2018 to January 26, 2018. The winning name will announced at Council early February, 2018.

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