



Night at the Oscars



## Astoria on Tenth Sponsors “Night at the Oscars” & “Beauty & The Beast” Benefitting Theatre Calgary

MARCH 2008

Astoria on Tenth came out to celebrate the glamour of the Academy Awards in Calgary by headline sponsoring Theatre Calgary’s 15th Annual “Night at the Oscars” at the Fairmont Palliser Hotel on February 24, 2008.

Hosted by CTV presenters Jocelyn Laidlaw and Kirk Heuser, with silent auctions and lively active bidding during the dinner and broadcast, the black-tie event helped raise over \$30,000 towards The Understudy and Youth Leadership Program which introduces under-privileged youth to theatre.

“As with so many things we undertake in the theatre it wouldn’t be possible without the help of corporate sponsorship,” says Theatre Calgary President Tom McCabe.

“As a developer encouraging downtown living, it’s important that we help support and facilitate one of the big reasons people want to live downtown – proximity to arts, culture, and entertainment,” explains Arcus Developments’ Gerry Mendyk. “It’s our mandate to help create dynamic, rich, exciting places to live.”

It was also a night to treat guests and VIPs to a sneak preview of what was to come, including the first debut of Astoria’s new brand, television commercial, lobby design, features trailer, and physical model of the building, which created a buzz.

“We are thrilled to be associated with an amazing project like Astoria on Tenth. Aside from the building’s size, the design is truly beautiful and will be a welcome addition to the Calgary skyline. The amenities and concept seem to be such a step above similar projects, it will be a pleasure to live in,” enthuses McCabe.

The evening was capped by a spirited live bidding war between Arcus Partners Gerry Mendyk and Johannes van Leenen for the “Big Gund Monkey” – which went to a victorious van Leenen.

“Beauty and The Beast” is Theatre Calgary’s largest production ever and runs March 14 – April 27, with expectations the sold out run will be extended. Astoria on Tenth is proudly sponsoring the Live Orchestra.

*“The significant investment Astoria on Tenth had in our Oscar event, as well as in our upcoming production of “Beauty and The Beast” is a wonderful example of corporate philanthropy.”*

*Tom McCabe  
President, Theatre Calgary*