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February 2, 2011

PRESIDENT'S MONTHLY NEWSLETTER

Dear Savoy member

Everyone has been working hard on our forthcoming production. It's hard to express how much enthusiasm and energy are going into it. The cast, many of whom are new to Savoy, are having a wonderful time and it shows! There is a tangible atmosphere of fun along with really hard work at the rehearsals. There is no doubt in anyone's mind that this is going to be a memorable and excellent show. Your Board is working hard on ensuring that the artistic success of which we are confident will be matched by commercial success. Personally I doubt whether there is going to be a better bargain anywhere this spring than a ticket to a brilliant performance of the Mikado costing only \$20!

We have a great production team with several new faces. A more enthusiastic and talented group would be hard to find. We are hoping to attract cameo appearances from local celebrities. All I can tell you at present is that we are going to feature Ottawa's Singing Bus Driver, Yves Roy, in a cameo appearance in the show.

Our publicity this year is going to be somewhat different from past years. We are going to utilize social media to spread the word of our show. You will be shortly finding messages and publicity about the show on Facebook, Twitter and YouTube. A short video will be available on the latter. Our social media chairman, Tristan Whelan Hughes, is going to be responsible for all of this along with our Webmaster, Vance Bolling. Ticket sales will be done for the first time electronically. Vance has created a system whereby tickets can be purchased and transmitted on line. In addition we will still sell physical tickets through the cast and membership. They will also be available at the box office on the week of the show. We have our own payment system for point-of-sale and credit card sales on line.

Look for our posters shortly and if you have any way of putting them in places you know please ask for a supply: any help in this direction will be appreciated. We'd love to see some lawn signs if people are willing.

Richard Langlois is working hard on the Program: this year we are hoping to sell more advertising in it so as to augment our income.

All of which, and much more is to bring Savoy back to a solid financial state and ensure a stable future. Our production costs have been substantially reduced without jeopardizing any artistic quality. Tickets at \$20 should attract a large audience.

Enthusiasm is growing daily. We are in for a successful season. Next month we'll announce the social side of our activities

On behalf of the Board

Sincerely

John

President

Savoy Society of Ottawa, PO Box 4355, Station E, Ottawa, ON, K1S 5B3