



Jewish Family Services

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MEDIA RELEASE:

Date: March 14, 2014

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RE: JFS Launches Major Fundraising Concert Series

Jewish Family Services announced today a unique benefit concert series (Legends of Broadway) that will bring three stars from three generations to the stage in Edmonton for the first time, as part of a fundraising effort to increase support for individuals and families in our City.

“For more than 60 years, our organization has helped Edmonton area residents in need and we now serve more than 4,000 individuals and families each year. We are absolutely delighted to be able to bring this amazing Concert Series to Edmonton audiences and to bring focus to how our agency helps our neighbours be successful in life.” says Jewish Family Services president Dr. Michael Alpern.

On behalf of local people in need, three internationally-acclaimed artists known for their Broadway work will take to the stage in Edmonton for the very first time. Chita Rivera (June 2), Megan Hilty (June 16) and Andrea Martin (October 5) will each bring critically-acclaimed one-woman shows to the Jubilee Auditorium between June and October.

Executive director Larry Derkach adds, “We didn’t want to do just another auction/gala, walk or golf event. We wanted to stand out. So instead, we are putting forward something different, fresh and worthy of the public’s attention. We think this is something that will appeal overall -- from long-time fans, to students studying to become professional performers, to those who are just looking for a few evenings of superb entertainment. This series offers the very best... It is three generations of Broadway royalty... hugely talented and awarded women gracing the stage in Edmonton for the first time ever!”

Lauded is the word. The Tony, Drama Desk and other awards earned by these three artists are not just weighty ... they’re record-holding too.

Fund development chair Tulane Rollinger says, “These are powerhouse performers, and we are so pleased to bring their gifts of song and comedy to our City. We hope people will buy the full series ticket and know the good it will bring for people truly in need.”

Sponsored in part by a growing list including the Edmonton International Airport and SERVUS Credit Union, tickets for the series & individual concerts go on sale at 10:00 am today (Friday, March 14, 2014).

Please visit Ticketmaster at www.ticketmaster.ca or call 1-855-985-5000 to buy tickets. Series subscribers receive a 20 per cent discount and pay only one transaction fee. All shows begin at 7:30 pm.

- 30 -

For more information, please call:

Proudly Sponsored in part by:

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Tikun Olam: "restoring the world"

We envision a world of economic & social justice; where individuals, families & communities care for and support themselves and one another. To this end, we provide strength & support to individuals & families in need, in a manner sensitive to Jewish values. Our programs include The Edmonton Bereavement Centre, Integrity Counselling, Life Links Community Services and Seniors Making Age-Related Transitions (SMART).