

NEWS RELEASE

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THE FRINGE THAT NEVER WAS KICKS OFF ONLINE FROM THE COMFORT OF WHEREVER YOU ARE!

Edmonton, AB – Running August 13 to 23, 2020 *The Fringe That Never Was* is a digital celebration of art, community, and togetherness (even when we're apart). Fringers from near and far will settle in for 11-days of digital fringe shows, interviews, parties and more featuring favourite Fringe artists and new faces you'll come to love.

The 11-day run coincides with this year's [Tears, Beers and Tickets You'll Never Use](#) fundraiser all in an effort to raise \$1 million for the Edmonton International Fringe Festival. From that, 30% will go to a newly established artist endowment fund to support artists in need for years to come, and 70% will be directed towards Fringe operations to build an amazing Festival in 2021 when we can all gather again.

"Our organization is expected to take a devastating \$3 million loss this year because of the cancellation of the Festival, due to the COVID-19 pandemic," says Artistic Director, Murray Utas.

"This directly affects the tireless behind-the-scenes work of staff, and the 1,600 out-of-work artists dependent on ticket sales that annually generate over \$1 million."

Programming for *The Fringe That Never Was* is free and can be accessed online through [Fringe TV](#). Fringers are still being asked to support by donating their yearly Fringe budget, by donating a beer they'll never drink (\$7) or donating a ticket to a show they'll never see (\$10). Supporters can donate online at www.fringetheatre.ca/give. For a running total of funds raised please visit the [TEARS CALCULATOR](#).

The Fringe That Never Was will kick off with Opening Ceremonies online Thursday, August 13 at 6:00 p.m. To view a full listing of events over the 11-day run visit:

<https://www.fringetheatre.ca/festival/events/>.

For more information or to schedule an interview with organizers and artists please reach out through the contact information below:

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