

## **FOR IMMEDIATE RELEASE**

### **Shadowpath Theatre Productions receives Government of Canada support through My Main Street Community Activator Placemaking Program**

**June 8, 2022** – Newmarket, ON – Shadowpath is pleased to announce that our Callimachus project was selected for the [My Main Street Community Activator](#) program and has received \$25,000 to create a multi-media, roaming play along Main Street Newmarket, providing patrons with iPads to explore the world of Callimachus virtually and with in-person characters.

Through the Government of Canada's My Main Street Community Activator, delivered by the [Canadian Urban Institute](#) (CUI), Newmarket will enjoy a more vibrant neighbourhood setting that will draw visitors and increase foot traffic to shops, restaurants and exciting new public spaces. Shadowpath is supported by My Main Street—a two-year, \$23.25-million investment by the Government of Canada through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), delivered by CUI and the [Economic Developers Council of Ontario](#) (EDCO).

By delivering a classical play in a contemporary way, Shadowpath will attract 100 participants and collaborate with at least five community partners. Building awareness for female creativity, Shadowpath will provide opportunities for local artists.

Long-term impacts include utilizing the performing arts to enliven everyday spaces with a sense of joy and surprise. By introducing theatre to a downtown core, Shadowpath will generate a big impact on the daily experiences of residents by inspiring pleasant feelings and boosting well-being. As Callimachus pops up throughout Main Street, the sense of the unexpected encourages people to bond with others through an impression of shared experiences. By activating spaces with the spectacle of medieval theatre, curious participants will explore more deeply what Callimachus (and Main Street Newmarket) has to offer.

Callimachus ran from May 6 through 15, 2022 at Newmarket Public Library and travelled to St. Andrew's Church and Cachet Supper Club exploring nooks and alleys via the performing arts along the way.

#### **Quotes**

"Our government is committed to helping communities bring their main streets back to life. My Main Street is providing vital support to projects that will reanimate neighbourhoods through installations, events and activities that are inclusive, innovative and engaging to create jobs and drive economic growth for local economies."— The Honourable Helena Jaczek, Minister responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario)

"I am pleased that our government, through My Main Street, is supporting the revitalization of Newmarket's Shadowpath Theatre. The creative use of outdoor spaces through this project brings an exciting addition to our community's main street experience." — Tony Van Bynen, Member of Parliament, Newmarket-Aurora

“We are so excited to return to in-person programming with this opportunity, which allows us to re-engage with our community in creative ways.” — Artistic Director of Shadowpath, Alex Karolyi

## Background

Shadowpath is a female-led, award-winning, charitable organization that has been turning everyday spaces into creative places since 2002. The York Region Arts Council recently awarded Shadowpath with a Community Engagement Award.

The [Canadian Urban Institute](#) is the national platform that houses the best in Canadian city building — where policymakers, urban professionals, civic and business leaders, community activists and academics can learn, share and collaborate with one another from coast to coast to coast. Through research, engagement and storytelling, our mission is to ensure Canada builds vibrant, equitable, liveable and resilient cities. Follow us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

For more than 12 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, job creation and growth in Canada’s most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing their revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the Agency is having in southern Ontario by exploring our [pivotal projects](#), our [Southern Ontario Spotlight](#), and FedDev Ontario’s [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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