



FOR IMMEDIATE RELEASE
Monday, November 23, 2009

ORCHESTRA, LOCAL BUSINESSES, BAND TOGETHER FOR HOMELESS

"I will honour Christmas in my heart, and try to keep it all the year"

-Dickens, A Christmas Carol

PRESS CONFERENCE TUESDAY, NOVEMBER 24, 2:00 PM AT THE UNITY PROJECT. SEE PAGE 2 FOR DETAILS

LONDON – **Orchestra London** and the **Unity Project for Relief of Homelessness** invite Londoners to help spread a little cheer this holiday season for those less fortunate. The two organizations have joined forces to present a lively dramatic reading of Charles Dickens' **A Christmas Carol** with music by Orchestra London, **Friday, December 11** at Centennial Hall. **A Christmas Carol** welcomes everyone by donation at the door, in support of the Unity Project and Orchestra London.

"We are thrilled to be partnering with the Unity Project on this heartwarming event," says **Joe Swan**, Managing Director at Orchestra London. "What better way to celebrate the holiday season than with family, enjoying inspirational readings and uplifting music, in support of homelessness and our orchestra," he adds.

The dramatic readings from **A Christmas Carol** are presented by **CBC Radio**, and have been performed in over 100 communities across Canada since 1991 in support of various charities. The readings bring together the pleasure of hearing a good story, the joy of music of the season, and the inspired energy of those who want to make their community a better place.

Local law firms have stepped up by donating *Star Sponsorships* to secure their spot at the podium. They promise to deliver a resounding Dickensian message for the relief of homelessness.. The legal celebrities and other community luminaries taking the stage are **James Caskey** and **Mike Eizenga** (Siskinds), **Maia Bent** (Lerners), **Lynne Cram** (for Carlyle Peterson and Ellis Don), **Claude Pensa** (Harrison Pensa), and **Gary Ennett** (CBC Radio One). **Boardwalk Rental Communities** has contributed \$10,000 as **Rooftop Sponsor** of the event.

"Boardwalk has a long standing, demonstrated commitment to supporting the community and is especially proud to participate in this initiative that helps the homeless," says **Peter Neil**, Ontario Regional Director for Boardwalk Rental Communities.

The Unity Project has been serving London's homeless since 2001, providing emergency shelter and transitional housing accommodations in a safe and home-like setting.

Silvia Langer, The Unity Project's Development Manager, is deeply honoured by the community support this production has received. "Especially at this seasonal time, we can all appreciate that shelter, community, comfort and joy are basic, essential needs. We welcome everyone to enjoy the show and give as generously as they can," she says.

EVENT SUMMARY

Who:

Presented by The Unity Project, Orchestra London, & CBC Radio
Directed by Jeannette Klaver

Readers: James Caskey (Siskinds), Mike Eizenga (Siskinds), Maia Bent (Lerners), Lynne Cram (Carlyle Peterson and Ellis Don), Claude Pensa (Harrison Pensa) Gary Ennett (CBC Radio One),

What:

CBC Radio's Dramatic Reading from Charles Dickens' ***A Christmas Carol***
with holiday music by **Orchestra London**

When:

Friday, December 11 at 7pm

Where:

Centennial Hall

Price: Freewill donation at the door (no advance reservation required)

PRESS CONFERENCE

What

Press Conference

A panel of the event's key partners and participants will reveal exciting details, inform and entertain media guests

Where

Unity Project for Relief of Homelessness in London / Unity House
719-721 Dundas Street
Dundas just East of Lyle

When

Tuesday, November 24, 2009 at 2 pm

Who

Joe Swan, Managing Director - Orchestra London
Chuck Grawburg, Board Chair – Unity Project
Ron McCracken, Resident – Unity Project
James Caskey, Star Reader – Siskinds LLP
Peter Neil, Ontario Regional Director, Boardwalk Rental Communities (Rooftop Sponsor)

Audio/Visuals

James Caskey and Jeannette Klaver will rehearse a piece of dramatic reading
Photo Opportunity on the steps of Unity House

Also Present

Silvia Langer, Development Manager (Event Coordinator) – Unity Project
Jeannette Klaver, Director
Claude Pensa, Star Reader - Harrison Pensa
Mike Eizenga, Star Reader Siskinds
Maia Bent, Star Reader Leners



Rooftop Sponsor: **Boardwalk Rental Communities**

Star Sponsors: **Siskinds, Harrison Pensa, Leners, Carlyle Peterson**

Comfort and Joy Sponsors: **Duo Building, Ellis Don, Libro Financial Group**

Orchestra London's 2009-2010 Season is sponsored by: **Pacific & Western Bank of Canada**

About Boardwalk Rental Communities

Boardwalk's mission is: "to serve and provide our residents with quality rental communities." Boardwalk today continues to deliver on this statement. Focusing in on customers has allowed Boardwalk to grow into Canada's largest apartment landlord, owning and managing over 31,000 units. Today the company provides superior customer service to over 60,000 residents in 5 provinces across Canada.

About CBC Radio's A Christmas Carol

Since 1990, people across Canada have been crowding into churches and theatres to hear Dickens' timeless story read by CBC personalities and local performers. Produced in over 100 communities across Canada, the Christmas Carol raises money for local charities such as food banks, shelters, libraries and hospices. Dickens wrote A Christmas Carol in 1843 as response to the notorious poverty of the "hungry forties". It was his favorite novel and the CBC script is the version that Dickens' himself performed when touring.

About Orchestra London

Orchestra London has been making music in the London Community since 1937. Officially incorporated in 1957, Orchestra London performs over 50 concerts each season across six different series. Education & Outreach programs have introduced the orchestra to more than 30,000 schoolchildren since 2000 and the community at-large. Orchestra London's current conductor and Music Director, Timothy Vernon, has been with the ensemble since 2000.

About The Unity Project

The Unity Project provides emergency shelter and transitional housing accommodations to men and women age 18 and over, in a safe, secular, and home-like setting. The shelter, located at 717 Dundas St., is open and staffed 24 hours every day. Front-line Support Staff support each resident's unique needs and personal growth with one-to-one counseling to establish, monitor and advance a personal action plan, and they facilitate processes of peer support and empowerment.

For more information, please contact:

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