

## A History of Saskatchewan Express

Established in 1980 by current Artistic Director and General Manager, Carol Gay Bell and her husband Vern Bell, Saskatchewan Express was developed to showcase our own Saskatchewan talent and to provide hometown family entertainment to the people of this province wherever they live, from the smallest towns to the major centres. Saskatchewan Express provides the training and performance opportunities to our young people who now can realize their dreams right here at home. It gives all of us a sense of pride in what can be accomplished right here in Saskatchewan.

Our program has continued to thrive as we audition gifted performers from across the province twice a year to take part in our Summer Tour and our Winter Tour. These fortunate individuals are trained by industry professionals and encouraged to be outstanding, "triple threat" performers. Each season, more than two hours of music and dance is created to showcase the performers through tours across Canada and into the United States. The success of Saskatchewan Express is evident in the accomplishments of our former performers who have enjoyed professional careers on Broadway, in theatres around the world, on cruise ships, in theme parks and in film, on television and in the recording industry.

Saskatchewan Express became incorporated in 1995 and is governed by a board of directors. We are a non-profit organization and shortly after incorporating, we obtained charitable status.

In 1997, Saskatchewan Express expanded its training and education mandate and opened a musical theatre studio in Regina. In 2000, a sister studio opened in Saskatoon. In 2005, we became "home owners" and purchased the former school at 2272 Pasqua Street in Regina. Recognizing the potential of the building, Carol Gay Bell and the board of directors launched a capital campaign to develop the existing gym into a brand new, state of the art theatre space. We are on our way to realizing our dream and we invite you to be a part of this exciting endeavor. We invite you to make this excellent, vital space a reality to benefit the arts in Saskatchewan!

## Testimonials from our performers

"I grew and learned so much with Sask. Express that it was an invaluable experience for me which helped me to decide that I really wanted to pursue a career in music and theatre."

*Brittany Soriano, Regina*

"I will always be grateful for the two seasons I spent with Saskatchewan Express for teaching me what's required to make it in this crazy business I love so much!"

*Andrea Day, Regina*

"Saskatchewan Express certainly prepared me as a young performer and most importantly developed my stamina...a very important tool for any singer/dancer!"

*Jeffrey Pufahl, Saskatoon*

"It was a stepping-stone to the professional business and gave me a good understanding of how the performing world works. I encourage others interested in performing to look into Saskatchewan Express."

*Kailey Tiefenbach, Edenwold*

"...it all started with Saskatchewan Express. The high standard for perfection put me on track for high standards as well in the successful career I now enjoy"

*Parres Allen, Moose Jaw*

"As performers we were instilled with professionalism, gratitude, unparalleled drive and genuine love of the stage.

The experience and training we received was at par with companies run in Vancouver, Las Vegas, Los Angeles, London...but beyond the singing and dancing, the rehearsal halls and stages, we were given a true family. A group of people with one vision who come together to make magic, season after season!"

*Charlie David (formerly Charles Lubiniecki), Yorkton*

"Being a part of Saskatchewan Express gave me a chance to be surrounded by talented, like-minded young people and to work with some of the best artists in the Saskatchewan industry. During my time with The Express, I truly learned what it is to be a professional."

*Scott Freethy, Rosetown*

## Our credits:

Carol Gay Bell, General Manager/Artistic Director received the Order of Canada, Saskatchewan Order of Merit and numerous other civic, provincial and federal awards and recognition.

Saskatchewan Express is nationally recognized as Saskatchewan's Musical Ambassador. In 2005, Saskatchewan Express received the Tourism Saskatchewan Award for Creative Excellence.

In 1980, Saskatchewan Express began its 30+ years of contributing to the arts in the province. More than thirty years spent working with and working for the young people of Saskatchewan while making a unique mark on the cultural landscape of our great province!



## On with the Show Capital Campaign



*Playing an  
important  
role in  
ensuring the  
Arts thrive in  
Saskatchewan*

## You can play a Role!

Saskatchewan Express is passionate about and committed to converting our gymnasium in our performing arts centre at 2272 Pasqua Street in Regina into an intimate theatre space. We are seeking funding and sponsorship for this endeavor. This is where you come in. It's your opportunity to make this dream a reality!

Why should you help? Have you ever gone to a performance of any kind in Regina? How about a recital? A lecture? What about a play that's being performed for a small group of audience members? Have you ever felt like the space was inadequate? Too large or small? Ill-equipped? Well, these are very valid points and when looked at from the point of view of the group producing the event, you also see the price of the unsuitable venues is very prohibitive or that renting a more suitable venue is not financially viable for what is often a very small or private organizing group. Well, the conversion of our gymnasium is going to be an excellent solution to these problems! It will be the perfect space for small shows, recitals, lectures and workshops and it will be very affordably priced. We will be marketing this space to groups across the city and province and ensuring it is available to meet the needs of Saskatchewan Express, our Studio and the numerous arts and music groups in our city and beyond. With your help, this theatre will be state-of-the-art and available for arts and other organizations from Regina and the surrounding area.



## What does it mean to You?

You get to change lives. Simply put, your contribution to this important project will have a lasting impact on the arts community in Regina and the province while positively influencing the lives of the talented young people who will utilize the space. The countless audience members who will experience a show in our space will recognize you as a generous and committed supporter of the arts and the youth of this province.

Your contribution to the project will be recognized in all of the *Saskatchewan Express* written promotional materials such as the bi-annual newsletter - *Ex-Press News* and the annual December production program. We will proudly list your name under the theatre project page on our website, a website that is viewed on a constant basis.

Once the conversion is complete, we will have a "Wall of Fame" in the lobby of the theatre listing all the corporations, businesses and individuals who played a role in making the theatre a reality. Your name will be viewed by audience members, performers, the students of the Regina branch of the Saskatchewan Express Musical Theatre Studio, their parents, grandparents and friends and everyone who visits our building.



## How can you make a Difference?

Your contribution will help to build a performing arts theatre that will benefit our young artists and the people of our community and beyond.

There are several categories to which you can contribute. Contributions of \$25 or more are entitled to a charitable receipt and you will be recognized in several ways. Once the theatre is complete, the names of all the generous arts patrons who contributed \$25 or more will receive a star on our Wall of Fame. Here's the breakdown of the contribution categories:

### Contribution Categories:

**\$10,000**

**Opening Night** (payable in one sum or five payments of \$2,000 over five years)

**\$5,000+**

**Encore**

**\$1,000—\$4,999**

**Standing Ovation**

**\$500—\$999**

**Grand Circle**

**\$300—\$499**

**Balcony**

**\$100—\$299**

**Proscenium**

**\$25—\$99**

**Matinee**



**Below is our contribution form. Simply fill it out and return it with your cheque (if you are paying by this method) to:**

Nora Berg, Promotions Coordinator  
Saskatchewan Express  
2272 Pasqua Street  
Regina, SK S4T 4M4  
If you have any questions, please call  
Nora at (306) 522-3406

**Thank you so much for your kind generosity! It means the world to us!**

Your Name, as you want it to appear

Business Name (if you want it to appear in print)

Memorial donation. As you want the name to appear

Address where the receipt should be mailed

City or Town

Postal Code

Phone Number

E-mail Address

Donation category and amount

Mode of payment

Mastercard or Visa number and Expiry Date

Signature on card