



The Arts Council of Algoma and Fringe North International Theatre Festival are partnering together to bring to the Sault #UpTheArts, a multi-arts festival, this August 9th to the 19th.

Opening night will be celebrated on August 9th as part of the Downtown Association's "Downtown Street Party Series". Featured activities will include an Art Battle and Fringe North kids play and buskers.

"The Downtown Association is a firm believer in the continued effort of Fringe North and the Arts Council to bring creativity via arts, theatre and fun to the Algoma district. Representation of every walk of life, and background are what these organizations are all about, building a sense of community while educating those about how to be creative. What's not to love?!" – Josh Ingram (Downtown Association)

#UpTheArts will host a multitude of events over 10 days, including 11 theatre productions, Art in the Park N' Lot, the Art Crawl, a Graffiti Wall, the Northern Ontario Book Fair and storytelling.

The Bondar Pavilion stage will be showcasing musicians and bands, cultural performances, and spoken word poetry. Registration is open until August 1, and interested performers should apply at www.ssmarts.org/call-to-artists.

The free kids fringe, at the Bondar Pavilion and MS Norgoma, is packed with arts and crafts including making dreamcatchers, costume play, bubbles, a storytelling tent and the occasional busker to provide creative entertainment for kids of all ages. Youth Odena will also be returning to the free Kids Fringe as they build another giant box fort! Children will be able to visit the MS Norgoma in their costume to have their picture taken on the ship and meet a mermaid or a pirate.

"The M.S Norgoma, owned and operated by the St Mary's River Marine Heritage Centre is excited to participate in this year's Fringe North Festival." said Norgoma facilitator Will Hollingshead. "Arts, culture, and heritage are important to our community in so many ways, and the team at the M.S

Norgoma is more than eager to share it with our community aboard YOUR museum ship." Stay tuned for more details from this new partnership.

This year's festival is sure to have something for everyone as it will be celebrating all genres of the arts! An updated theatre and event schedule can be found on the Fringe North website, along with information on how to purchase tickets and more. www.fringenorth.ca

And don't miss your chance to win: Take a photo during the festival and upload it to Instagram using the hashtag #UpTheArts to be entered into a contest for best picture. A winner will be chosen and prize announced the last day of the festival on August 19th.

The Arts Council can be reached at: email info@ssmarts.org, phone 705-945-9756, website <http://ssmarts.org/>

Fringe North can be reached by email at info@fringenorth.ca, phone 705-975-0761, website www.fringenorth.ca