

Media Advisory

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New partnership between CAA and Mirvish Productions to include renaming of one of Toronto's flagship theatres

Multi-faceted marketing partnership to connect over 56 million CAA/AAA members across North America to Canadian theatre and culture

Thornhill, ON, December 1, 2017 – [CAA South Central Ontario](#) (CAA SCO) and [Mirvish Productions](#) are proud to announce a new marketing partnership that brings together one of Canada's largest membership associations and the country's leading theatrical organization.

The multi-faceted partnership puts the CAA brand and its' members front and centre within the Mirvish Theatre network. It includes the naming rights of the new CAA Theatre (formerly the Panasonic Theatre), which is home of the Off-Mirvish series, branded lounges at the historic Royal Alexandra Theatre and the Princess of Wales Theatre and benefits for CAA members.

"This partnership weaves CAA into the cultural fabric of Canada's largest city and gives its members access to some of the best live theatre in the country," said David Mirvish.

"Welcoming CAA members into the Mirvish family will nurture new audiences and grow the base of theatregoers, further strengthening the performing arts industry in Canada."

Through the partnership, Mirvish Productions will share Canadian theatre with over 56 million CAA and AAA members across North America and CAA will continue to showcase the many benefits of membership beyond roadside assistance.

"We are constantly investing in our members and they are looking for the types of experiences that make their days better," said Rhonda English, chief marketing officer, CAA SCO. "Canadian theatre inspires audiences and creates lasting memories and this partnership allows us to bring that value to our members in new and affordable ways."

The newly named CAA Theatre is located at 651 Yonge Street south of Bloor Street and has a capacity of 700 seats. This is the flagship venue for exciting new theatrical works from popular entertainment to the latest cutting-edge plays, including the Off-Mirvish series.

In addition to many in-theatre benefits, CAA members will have access to special offers, events and experiences.

Drayton Entertainment's *Million Dollar Quartet* is the first show to debut at the newly named CAA Theatre. This new production of the Broadway musical features an all-Canadian cast.

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The partnership agreement was developed in collaboration between CAA SCO and Brands Amplified Inc., the exclusive partnerships sales agency for Mirvish Productions.

For more information please visit www.caaperks.com.

About CAA South Central Ontario

For over a hundred years, CAA has been helping Canadians stay mobile, safe and protected. CAA South Central Ontario is one of nine auto clubs across Canada providing roadside assistance, travel, insurance services and Member savings for our over 2 million Members.

About Mirvish Productions

Mirvish Productions was founded in Toronto, Ontario, in 1987 by David Mirvish. The company has since grown to become Canada's leading commercial theatre producer. Mirvish Productions owns and operates the Royal Alexandra Theatre, the Princess of Wales Theatre, the Ed Mirvish Theatre and the CAA Theatre (formerly the Panasonic) in Toronto, through which it stages one of North America's largest annual subscription series. The company is also active on and off-Broadway and in London's West End and acts as a producing partner with regional theatres across Canada. Its Toronto production, co-production and presentation credits have included such Canadian hits as *Crazy for You*, *Les Misérables*, *The Lion King*, *The Sound of Music*, the North American premieres of *Priscilla Queen of the Desert* and *Mamma Mia!*, *We Will Rock You*, the National Tour of *Wicked*, *Billy Elliot*, the National Theatre's *War Horse*, *Kinky Boots*, *Matilda The Musical* and *Come From Away*.

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