



Tourism Media Award Finalist

“The Play’s the Thing,” Writer Paul Matwychuk & Photographer Ian Jackson, Canadian Geographic Magazine

Fringe veteran captures festival colour

Because the Fringe supplies every show with a venue, a technical crew, a ticket-selling infrastructure and a small amount of advertising in the official Fringe Program Guide, it is unusually, even dangerously, welcome to amateurs. I speak from personal experience when I say that someone with no theatrical skills whatsoever can put on a play, completely by himself, in a real theatre – and that crowds will, wonder of wonders, actually pay money to see it.

“For our May 2011 issue of Canadian Geographic Travel, which touched down in every single provincial and territorial capital city in Canada, plus the nation’s capital, we wanted to highlight a unique summer attraction in each community,” says the magazine’s Managing Editor Dan Rubinstein. “The Edmonton International Fringe Theatre Festival jumped out immediately: it’s an amazing event, with incredible performances and a lively circus atmosphere.

“Likewise, Paul and Ian jumped out as the best people to bring this story to our pages. Paul is not only one of the finest magazine writers in Alberta, he’s also an award-winning playwright with several Fringe hits under his belt. He was uniquely situated to deliver both an insider perspective on the festival and approach it with the fresh eyes of a journalist. Ian, as well as being an excellent photojournalist, is also a theatre industry veteran, having done multimedia and visual work with Edmonton’s performing arts community for years.”

The story uses captivating words and colourful pictures to take readers to the festival, helps them soak in the atmosphere and tempts them to take in a future Fringe Fest in person.

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Sponsored by Calgary Hotel Association, the Tourism Media Alto recognizes excellence in travel journalism and stories that capture Alberta vacation experiences.