



PR kit and services for prospective presenters

The Acadia Cinema Cooperative Ltd. (ACC) rents facilities (the [Al Whittle Theatre](#) and [Studio-Z](#)). ACC provides basic services including this downloadable web kit to help you navigate the territory.

Please use **Acadia Cinema's Al Whittle Theatre** or **Acadia Cinema's Studio-Z** in your publicity. These are the official names of our venues. Logos are also available on our venue web sites. Thank you.

We provide

- web site posting on our venue calendars
- on-site poster location (coffee house bulletin board) **Send two copies of your poster to [manager](#)**
- Main Street window (with event calendar and second poster location)
- a place to put postcards, bookmarks and handbills (coffee house tables, some in the theatre lobby)
- event calendar phone message
- Main Street marquee reader-board promo (limited to 32 characters/spaces) posted as soon as we have space
- this PDF web site kit with local services, opportunities and PR and contact information.

The following list should cover the basic requisites of your event (other than facility technical requirements):

Ticket sales

Box office: Wolfville now has a central box office near the theatre. It is also a **Ticketpro** location

Box of Delights

466 Main St
Wolfville NS, B4P 1E2

Key contact: Mitzi De Wolfe

Phone: 902-542-9511

[Mitzi DeWolfe](#)

At the door: if you need help (to sell/take tickets), we may be able to provide (someone(s) who will work in exchange for a ticket to your event. Contact [manager](#) to arrange help. **You must provide tickets, cashbox and a float.**

Publicity

PSAs (public service announcements):

• **Internet:**

Annapolis Valley Events - [valleyevents.ca](#) - the best *post yourself* free internet portal to the Valley's events

Community Events Notices for the Annapolis Valley - [community-events](#) - free e-mail posting

Women of Wolfville (WOW) - [WOW](#) Women's/women's-issue events **only** - free e-mail posting

- **Print:**

The Grapevine - [grapevine](http://grapevine.org) East Kings County biweekly (grapevine.org) Free listings, press release with photo opportunity and paid ads. Publishes every other week. **Timing is critical**

The Advertiser - welliott@kentvilleadvertiser.ca Local Valley paper - Arts writer for area

Chronicle-Herald - listings@herald.ca Halifax, with regional edition; add "450 Main Street" to your submission

The Coast - listings@thecoast.ca Halifax - rarely covers beyond Metro Halifax but an on-line version often does

- **Radio & TV:**

CBC Radio - mainstreet@halifax.cbc.ca and connections@halifax.cbc.ca

Magic 94.9 (AVR) - magic949@magic949.ca

K-Rock 89.3 - events@k-rock893.com

Eastlink Cable TV - scapaldi@eastlink.ca , brian.moore@corp.eastlink.ca

Press releases:

The same as for PSAs (above) with these exceptions:

Chronicle-Herald scooke@herald.ca (entertainment reporter), ebarnard@herald.ca (arts reporter)

Posters and handouts:

- **Postering aid** - contact manager who may be able to arrange a helper (in exchange for a ticket to your event).

If you need help with distribution, after you make arrangements with the manager send your material to:

Al Whittle Theatre, 450 Main Street, Wolfville, NS B4P 1E2

- **Poster size suggestions** - **8.5x11** is the best size **for general posting**, e.g. the Town of Wolfville has five info kiosks and they **only accept 8.5x11**.

A larger poster format is appropriate for the ACC's Main Street window, the Box of Delights window and **only a few** other locations (so maybe 5 total).

- **Poster locations** – If you arrange your own postering, here is a list of suggested locations:

Wolfville

Acadia Cinema's Al Whittle Theatre or Studio-Z (2)

Box of Delights

The Rolled Oat

Post Office

Loonies and Toonies

Save Easy

TAN Coffee

Cinematopia

Light and Shadow

EOS

Wolfville Library

Town Kiosks - drop at the Tourist Bureau Mon or Tues **two weeks before** your gig (5 for Kiosks, 2 for Bureau =7) or just 5 and at Town Hall when the Tourist Bureau is closed (late fall to early spring).

Acadia University's BAC arts pole (outside the Art Gallery), and the upper lobby (3)

Acadia Students' Union Building (the SUB) – turn in at the Postal Desk for stamping and posting – (2 or 3)

Surrounding areas

Canning (5)

Grand Pré (2)

Kentville (2)

Port Williams (2)