SING! The Toronto Vocal Arts Festival brought together singers, music lovers, composers, conductors, and tourists from May 30 to June 1, filling the Distillery Historic District, the Young Centre, Dancemakers Studio and Little Trinity Church with joyful song. Our featured a cappella groups ranged from jazz to pop, beatbox to classical, world to gospel, barbershop to live looping, and much more. Groups went from solo artists to 40-voice choirs. The SING! festival educated, inspired and entertained thousands of people, to rave reviews.

In our third year, we grew to cover multiple venues and presented more than 100 events, including workshops, concerts, pop-up performances and interactive sessions, resulting in a 15% increase in ticket sales. We excited audiences with a taste of the festival in “sneak peek” performances at Nathan Phillips Square (Toronto City Hall), Clear Spirit condos and Open Doors Toronto at the Distillery, and for Toronto City Council.
We began our programming with a School Workshop Day for middle school and high school students. World-renowned clinicians Rajaton, The Watch and Suba Sankaran inspired and educated hundreds of eager singers. One teacher called it “life changing” for his students.
In the main festival, we staged unique collaborations in themed curated concerts, including tributes to the music of Cole Porter and Shakespeare. We created an exciting new choir, The SING! Festival Singers, who performed the Canadian premiere of Sir John Tavener’s final three works. We paid tribute to Toronto and Canadian iconic composer R. Murray Schafer in a multi-ensemble choral concert, honouring him with our Legacy Award. We staged an historic reunion concert of Canadian supergroup The Nylons, and imported Cantabile (The London Quartet), Rajaton (Finland—for our education day) and the Boys and Girls Choir of Harlem Alumni Ensemble. We presented the first-ever a cappella concert by Canadian recording legends Alan Frew, Dan Hill and Lorraine Segato, who were accompanied in special arrangements by award-winning Toronto-based vocal bands Cadence, Countermeasure and Retrocity. We presented a partnered concert with the National Film Board of Canada, a Sing-Along honouring Canadian legend Oscar Brand, and even hosted a live 1980s pop a cappella karaoke event.

This is a festival that Toronto can proudly call its own, but that reaches far beyond our borders. Audience members came from as far away as Nashville, Vermont, Texas, Washington DC, Boston, New York, Mexico, Kansas and California.
The Distillery Historic District has committed to again partnering with SING! in 2015. They have reserved May 29, 30 and 31 for the festival. Here is their assessment:

SING! Vocal Arts Festival was a welcome addition to the Distillery District's engaging year of programming. With high-quality performances and a strong, dedicated team of organizers, Sing! offered a lively and engaging weekend which delighted dedicated vocal arts fans and new audiences alike.

*Candace Shaw, Outdoor Events Coordinator, The Distillery Historic District*

Not only did the festival provide an opportunity for its nearly 400 singers to showcase their talent, but it was an incubator for future collaborations and concerts for participating artists. Since the festival weekend, new and exciting opportunities have already materialized through connections made at SING! in the form of offers for live performances, publishing of arrangements specially written for SING!, future tours, and recording opportunities.
SING!’S MODEL FOR SUSTAINABILITY AND GROWTH

At the heart of our business model is our commitment to excellence which includes:

- A commitment to our audiences… to produce high quality performances and deliver an outstanding experience. We want our audiences to come back year after year, and to tell their friends and colleagues and even strangers to come as well.

- A commitment to our artists… to showcase them in high quality venues, introduce them to other music industry professionals and provide an exciting, positive forum from a performer’s perspective that will also contribute to advancing their careers.

- A commitment to diversity… to present many different a cappella styles that will encourage originality, promote collaboration and appeal to a wide range of music lovers, teachers, students, and music professionals.

- A commitment to affordability… to broaden the appreciation and enhance enjoyment of cultural arts, we ensure our festivals are accessible to the broadest cross-section of residents and visitors.

- A commitment to our sponsors, partners and supporters… to provide high quality marketing and branding opportunities

In our three years, we have presented more than 260 events in multiple downtown venues with hundreds of singers, in workshops, concerts, pop-up performances and interactive sessions. We have staged unique collaborations in themed curated concerts, created an exciting new choir, honoured Toronto icons with our Legacy Awards, presented world premieres, and partnered with the National Film Board of Canada and other arts organizations. We’ve attracted more than $750,000 in media coverage and doubled our attendance.
In Year 1 and Year 2 we offered 100+ free workshops, performances and sessions, charging admission only to concerts by major artists. This approach was very helpful in building our audience base and demonstrating our commitment to excellence to audiences, artists, supporters and sponsors. In Year 3 (2014), we introduced a modest 1-day/2-day admission fee for access to some formerly free curated concerts. Concerts by major artists included the Nylons historic reunion, Cantabile – The London Quartet, and the Kinsey Sicks – a dragappella beautyshop quartet. This approach provides us with an additional revenue stream and reinforces the message that music has value, while the modest ticket prices maintain our commitment to affordability. Not only did each festival provide an opportunity for its nearly 400 singers annually to showcase their talent, but it was an incubator for future collaborations and concerts for participating artists.

Major alliances were negotiated in 2014 between SING! and two other cities: Montreal and Austin, Texas. The Montreal A Cappella Festival will be working closely with SING! Toronto beginning in 2015 for collaboration in programming, governance models, audience development and tourism strategies. SING! will be sharing its business management expertise through a new partnership with Contemporary A Cappella Society of America, (CASA), which reaches 10,000 a cappella singers across the U.S. These alliances are the first steps in extending the SING! brand across North America and provide an opportunity to help market and brand Toronto as an international destination for music and a centre of excellence for the music business.

Of particular interest to Toronto is the new SING! partnership with Austin, Texas. This fits with the Music City Alliance initiative. The Texas A Cappella Celebration moved to include Austin in October, 2014, and re-branded as SING! Austin, working closely with SING! Toronto on shared tourism opportunities, collaborative programming, sponsorship development, and team building in partnership with Texas A Cappella Ambassador and festival Executive Director, John Hodges,
November 7, 2014

Ms. Pat Silver, Co-Manager
SINCE The Toronto Vocal Arts Festival
22 Bloor St. West
Toronto, ON M4W 1A8
Canada

Dear Ms. Silver,

I was so proud to see you and Paul Ryan at the first SINCE The Toronto Vocal Arts Festival held on Saturday, October 26, 2013. Your advice and expertise certainly was instrumental in making our event successful. As a born-and-raised Torontonian, I was particularly impressed by the talent that you brought to the stage. Toronto’s support for these artists is well deserved and will have a positive impact on their success moving forward.

The “Celebrate Toronto Showcases” concert on Saturday sent a strong message to all attendees that Toronto delivers top quality musical talent. Furthermore, seeing The Nylons in front of 2,400 screaming fans was a wonderful highlight to our evening. The O’Pears are certain to be superstars and I was so thrilled to be able to see them at the beginning of their career. I am sure that it won’t be long before I cannot afford tickets to their sold-out shows. And the vocal skills of Alisa Von Heren were unique and extremely entertaining.

The Toronto—Austin Music City Alliance has the ability to continue to share the musical talents of each of our cities across. We look forward to future opportunities.

I remain,

Yours truly,

[Signature]

Jamie Greet
President & CEO
SING! is well-positioned to take a leading role in cultivating opportunities in the vocal, especially a cappella, world for Torontonians, both locally and internationally. Through this outreach, Toronto will be able to expand its music branding, generating revenue through tourism, international music commissions, increased concerts and workshops, and development of new arts groups. Toronto can be proud to be the home of the SING! brand.
THE SING! TEAM – EXPERIENCED, CAPABLE, CONNECTED

All of this is guided by a highly skilled 17-member Board of Directors with decades of experience from many sectors. The team is an energetic, innovative group of seasoned professionals working on the cutting edge of the festival and events, finance, and music industries. General Manager and Co-Founder J-M Erlendson is a Senior Business/Process Specialist and Project Manager with over 10 years of experience in Business Process Management (BPM) and Project Management, helping clients develop and implement business process framework strategy and execute process documentation and improvement projects. He co-founded Countermeasure, the new face of a cappella for Canada. Artistic Director and Co-Founder Aaron Jensen is an internationally-published composer, arranger and performer whose compositions and arrangements have been performed across North and South America, Asia and Europe. In 2011, he was awarded the grand prize by the International John Lennon Songwriting Competition in the jazz category. Co-Founder and Co-Manager Patricia Silver, founder of Sphere Entertainment Agency; is an award-winning event planner; award-winning composer/recording artist and international performing artist; humanitarian (Toronto) Beach Citizen of the Year 2010. Treasurer Craig Hartley is a consulting engineer with a passion for the arts who has owned Centauri Summer Arts Camp for 20 years, training 500 young arts devotees from 14 countries each summer working with professionals in many arts disciplines. Other esteemed members include Juno-nominated singer and humanitarian Patti Jannetta Baker, former Parliamentary Secretary to the Minister of Canadian Heritage The Hon. Sarmite D. Bulte, P.C., President of Bobolink Agency and artist manager Robert Missen, Manager of The Nylons Paul Ryan, as well as marketing, publicity, Canadian music repertoire, government, and IT experts. TOGETHER WE HAVE BUILT A FINANCIALLY AND ARTISTICALLY SUSTAINABLE, EXPORTABLE MODEL.
Artists, sponsors and audience members embrace the festival:

The gig was fabulous!! Thank you!
*Alan Frew, five-time Juno-Award and Grammy nominee winning composer and performer*

A special thank you to @cadencetweet @lorraine_segato and all the talented artists and staff @singtoronto*
*Dan Hill, Grammy winner and five-time Juno-award winning composer and performer*

Had such a wonderful time at Sing! Toronto Vocal Arts Festival! Thank you to the whole SING! Team!!!!
*Amanda Cornaglia, leader of groups Snowday and Euphonism, Washington D.C.*

On behalf of myself and the entire Boys and Girls Choir of Harlem Alumni Ensemble family, thank you for hosting us this weekend. We were very pleased to participate in such a unique event.
*Mike Glover, Director of BGCH, New York*

Toronto, thank you for an amazing experience! We are grateful for every aspect of the SING! Toronto Vocal Arts Festival -- we laughed, we cried (from laughter), learned a lot, made some incredible new friends, and reached a new level of Maple Jam-iness.
*Maple Jam singers, Vermont*

We had a really delightful time being part of the festival family and all the excitement it brings.
*Kinsey Sicks, “Drag” a cappella performers, San Francisco*

Very well organized. My barbershop chorus was invited to attend and sing and it was a great day for us. A terrific event. Congratulations and keep on.
*Jacques*

We had a blast and are excited to see what the future holds with Sing and CASA.
*Dan Campagna, Executive of Contemporary A Cappella Society of America*

I wanted to commend you on how great a contribution SING! made to our Doors Open programming this year - both of the acts were so terrific, and your team was professional and organized. It really couldn't have gone better!
*Candace Shaw, Outdoor Events Coordinator, Distillery Historic District*

SING is a great initiative to engage people of all ages in the joy of singing, which is one of life’s greatest pleasures. The participation of Metalworks Institute at the school workshops was very successful, and we were impressed with the stellar line-up of international and local talent.
*Gil Moore, CEO Metalworks Group (event sponsor)*

It was great to see a festival dedicated to vocalists with performances and clinics to help them improve their craft. As a manufacturer of vocal effect products we were happy to show some tools vocalists can use to enhance their performances on stage and in the studio.
*Doug McGarry, Executive Business Development and Education Manager, Roland Canada Ltd.*
Great calibre of performances. Workshops are always inspiring even for non-musicians such as me.

Tim (audience)

And wow, Sing Toronto continues to overwhelm with breathtaking musical performance, boundless audience enthusiasm, and community warmth.

Tweet from Squideye (audience)

Loved the Nylons!! Amazing weekend conference. You’ve blown me away with who you’ve had both last year and this year.

Rebecca (audience)

Some SING! Media Stories

Wholenote Magazine

SING! this year’s third annual SING! Vocal Arts Festival (May 10 to June 8) is a good example designed as a cappella mode. It’s been part of the mainstream choral scene, until wakening the curiosity of a public fascinated by the art of singing.

The festival is a celebration, an acclaimed artistic, spiritual, and social experience. Toronto first came to my attention as a member of a World ensemble called LeClair, renowned for their skill and total array of arrangements of repertoire, both sacred and secular, but also for their dedication to sharing “more than art” for those arrangements making only sense for the circumstances.

The first two SING! venues were held at Harbourfront Centre – a spectacular location for a Bridging Festival location, like any festival location, it has its own inherent appeal and opportunities to explore. Some SING! venues are held in tracks, the Toronto permitting the festival to flow in a fluid manner, changing on an extraordinary range of artistic expressions and styles, in the heart of Toronto.

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Shakespeare In Action blog post

A Celebration of Shakespeare in Song – May 31st @ Little Trinity Church

Spring has sprung and it’s time to SING! with the Toronto Vocal Arts Festival [hyperlink to your website] — Friday, May 30 to Sunday, June 1, 2014; in and around the historic Distillery District.

SING! The Toronto Vocal Arts Festival is the City’s first-ever a cappella festival. It’s a weekend full of cabaret, choir, sing-alongs, 80s karaoke, and much more!

On April 23, we celebrated Shakespeare’s 450th birthday. The festivities continue on Saturday, May 31 with Shall I Compare Thee? A Celebration of Shakespeare in Song [hyperlink to the event page]. This performance will feature settings of Shakespearean text, popular musical works from that time period, and all things inspired by the great William Shakespeare. Featured artists include: Driftwood Theatre Co. (original a cappella theatre), Betamax (a cappella improv comedy), Toronto Northern Lights (award-winning barbershop chorus), Cantemus Singers (Early Music Choral Ensemble), The SING! Festival Singers, and Cawthra Park Chamber Choir.
ENTERTAINMENT BEAT

East End Performers down on the Beach/Leslieville scene brought the popular Young Offender to town. Costello, directed by and starring Kyley is modelled after and set in the early 1960's. Johnny Hycinth is who travels to the envoy St. You is their story.

A courtesy of the local Grocery, a three ticket price for the show at 2 Queen St. E., at 7:30 p.m. is a limited run only. The show runs from to March 31. For more information, visit the website or call the box office. For ordering tickets, visit www.thingstodoontario.com.

The Young Offender Church is at 1774 Queen St. E. Just east of Kingston Road. A Bicycle Built for Two runs about 75 minutes, and gets underway at 7:30 p.m. Admission is by donation.

SING!, THE Toronto Vocal Arts Festival returns to the Distillery District for its 14th year.

The festival, which is founded through a partnership of artist puller and son Pat Silver, a past Beach chorus of the year, and John Michael Erle, the founding member of 14-piece a cappella group Countermensure.

The festival will feature more than 100 events, including concerts and workshops. Performances highlights include The Nylons, Cantabile, The London Quartet and The Kinsey Sicks. Canadian content includes singer-songwriters Alan Frew, Dar Hilt and Lorraine Kogos: performing their classic tunes accompanied by Toronto vocal groups Cadence and Countermensure - both bands, as well as a host of other groups and shows.

These will be no shortage of educational opportunities. Workshops covering topics from songwriting to copyright, music history with humour to the business of music will be covered, by industry professionals and many of the headlining performers.

A sing-along will be held, and a number of performances will take place free of charge throughout the Distillery District over the course of the weekend.

Tickets for headliner concerts start at $25, while festival workshops and activities for all ages and workshops before 7 p.m. are $10 per day, or $25 for two days. For the full schedule or to buy tickets, see singtornicity.com.

SCARBOROUGH PLAYERS present Bремени, by Neil Simon, running schedule from May 30 to June 14 at the Scarborough Village Theatre.

The story follows Charlie and Myra, a couple who meet and fall in love.
SING! THE TORONTO VOCAL ARTS FESTIVAL, May 10-June 1, Young Centre for the Performing Arts, Distillery District, Little Trinity Anglican Church: Toronto’s first-ever a cappella festival, dedicated to celebrating Canadian and International vocal artists, and joined in collaboration by the same goal to illustrate that the voice knows no limits. Click here for more information.

SIZZLE!

SPOTLIGHT TORONTO EVENT(S)

| CANADIAN MUSIC WEEK |
| SUPERFAN COMICCON |
| CIRQUE DU SOLEIL: VAREKAI |
| SING! |

Read More HIS/ Torontobreaking News
- AGG to explore the ongoing influence of Alex Okev in major exhibition next summer

Visit our BLOG at TorontoOnDemand.ca for select reviews and interviews. Click here.
Cawthra school choir to sing at Toronto festival

Mississauga News
By Joseph Chin

TORONTO — Mississauga’s Cawthra Park Chamber Choir will be featured in a couple of concerts at SING! The Toronto Vocal Arts Festival this weekend.

The first is at “When Words Sing,” a concert honouring producer R. Murray Schafer, this year’s recipient of the SING! Legacy Award, presented annually to an artist who’s made a significant contribution to vocal music. It runs Saturday from 1:30-2:45 p.m.

The second concert is at “Shall I Compare Thee?,” a celebration of Shakespeare in song. It runs, also on Saturday, from 4:30-5:30 p.m.

Both concerts will be held at Little Trinity Anglican Church, 425 King St. E.

The Cawthra Park Chamber Choir is an auditioned group of 45 singers from Grades 10, 11 and 12 at Cawthra Park Secondary School. It made headlines last year when it was selected to perform with the Rolling Stones at a concert in Toronto.

In addition to the choir, Mississauga’s Patti Jannetta Baker, who helped found the festival two years ago, will join singer/songwriters Alan Frew, Dan Hill and Lorraine Segato in the concert “O Canada! Our Nation’s Greatest Hits A Cappella.” They’ll perform their greatest hits accompanied by Toronto vocal groups Cadence, Countermeasure and Retrocity. This concert closes out the festival on Sunday, from 7-9 p.m., at the Baillie Theatre.

SING! was launched in 2012 to tap into the popularity of a cappella music. It features performances spanning a wide range of genres and cultural influences, including pop and jazz groups; classical, barbershop and gospel choirs; and world music ensembles.

It takes place this year from May 30 to June 1 in the Distillery District. More than 100 performances, workshops and interactive events will showcase the best of Canadian and international talent. One of the highlights is a one-time reunion of iconic Canadian a cappella pioneers The Nylons.

For more information and tickets visit singtoronto.com.
# Overview of Media Coverage, Promotional Initiatives, and Events Listings

## Media Coverage

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<tr>
<th>Date</th>
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<tr>
<td>April -</td>
<td>Acaville</td>
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<td>ongoing</td>
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<td>Shakespeare in Action</td>
<td>A Celebration of Shakespeare in Song - May 31st @ Little Trinity Church</td>
<td>[<a href="http://www.shakespeareinaction.org/blog/a-celebration-of-shakespeare-in-song-may-31st-little-trinity-church">http://www.shakespeareinaction.org/blog/a-celebration-of-shakespeare-in-song-may-31st-little-trinity-church</a>]</td>
<td>Also posted to Shakespeare in Action’s Facebook (800 followers) and Twitter (1,300 followers) pages</td>
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<td>May 8</td>
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<td>Bill King and Tabby Johnson – On the</td>
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<td>[TBA]</td>
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<td>On-site coverage</td>
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</tbody>
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* OTHER PROMOTIONAL INITIATIVES *

(Selected)

• SING! Postcard distribution:
  o Kingsway Lambton United Church (quantity 300)
  o Long and McQuade music stores (quantity 300)
  o The Royal Conservatory of Music – for May 21 program (quantity 1,000)
  o Canadian Music Week (quantity 1,000)
  o Boston Sings (quantity 500)
  o Montreal A Cappella Festival (quantity 1,200)
  o Doors Open Toronto (quantity 400)
  o Nathan Phillips Square event (quantity 1,000)
  o Cosmo Music (quantity 250)
  o Young Centre for the Performing Arts (quantity 500)
  o Bayview Glen gala (quantity 200)
  o St. Lawrence Market (quantity 300)
  o Distillery District area stores (quantity 500)
  o Elmer Iseler Singers concert – May 3 (quantity 200)
  o Echo Women’s Choir concert – May 11 (quantity 100)
  o TCS concert – May 14 (quantity 200)
  o Nathaniel Dett Chorale concert – May 21 (quantity 250)
  o Toronto Symphony Orchestra – May 23 (quantity 800)
  o Leslieville – between Leslie and Logan (posters and postcards distributed to restaurants, pubs, bakeries, etc)
  o Canstage Berkely and St. Lawrence Centre

• Poster notice and meeting feature at Gooderham and Worts Neighbourhood Association event, May 12

• E-Newsletters:
  o Distillery District e-newsletters (multiple)
  o Luminato Festival e-newsletter (May 22)
  o Newspepper (Soulpepper e-newsletter)
  o The Royal Conservatory of Music – week of May 12 (quantity 5,000)
  o SING! Newsletters (monthly throughout the year and weekly in May)
  o Clear Spirit Residents newsletter (May 23 and 28)

• Social media – miscellaneous:
  o Promotion on Luminato’s Facebook and Twitter pages (followers 13,000)
## Online Events Listings

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<td>NOW Magazine</td>
<td>Listings in <a href="http://www.hottickets.com">Hot Tickets</a>, Live Music Listings, etc</td>
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<td>The WholeNote</td>
<td>Various events listed</td>
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We are grateful for the generous support of:

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- Canada
- Ontario Media Development Corporation
  Société de développement de l'industrie des médias de l'Ontario

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  - VIP Reception Sponsor

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