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For Immediate Release -

Rotary Centre for the Arts Advances into Phase Two of Mary Irwin Theatre Lighting Modernization Project with \$50K Matching Support from the Canada Cultural Spaces Fund

(Kelowna, BC) - The Rotary Centre for the Arts (RCA) is pleased to announce the initiation of Phase Two in its ambitious three-phase project to modernize the lighting system of the Mary Irwin Theatre, with \$50K in matching support from the Canada Cultural Spaces Fund. The Mary Irwin Theatre at the RCA is a premier venue for music, dance, theatre productions, concerts, corporate presentations, and meetings.

In Phase One, the RCA implemented a lighting console, the ETC ION, widely acknowledged as an industry standard in North America for its functionality. This component manages all lighting elements within the theatre, providing the RCA with control over moving lights for performances. The addition of 13 new moving lights has enhanced the venue's ambience, offering flexibility in colour, focus, and movement.

With additional funding from the Government of Canada, Phase Two will introduce LED Cyclorama lighting, allowing for adjustments to CYC lights to virtually any colour and profile spots with automated features including rotating gobos. This expansion aims to provide creative possibilities for lighting designers, enhancing the visual landscape of the Mary Irwin Theatre. Phase Three, scheduled for 2025, will have more profile spots for a ground package as well lighting instruments with more animation capabilities, pushing the boundaries of the theatre's lighting capabilities. The comprehensive upgrade project is estimated to cost just under \$300,000.

As a cultural hub hosting events throughout the year, the Mary Irwin Theatre is expected to experience improved utility, minimizing changeover downtimes during performances and meeting the evolving needs of performers seeking professional lighting. This technological advancement ensures improved control, a safer lighting system, and reduced technical time.

With 275 days of annual use and an audience of over 50,000 patrons, the impact of this lighting upgrade is expected to be substantial. The RCA expresses appreciation to the Government of Canada for its funding support and thanks patrons, sponsors, and funders for their contributions. As a non-profit organization, the RCA acknowledges that these contributions enable the delivery of arts education programs, live audience experiences, and accessible community events.

About the Rotary Centre for the Arts

Located in the heart of Kelowna's Cultural District, the [Rotary Centre for the Arts](#) is a multidisciplinary visual and performing arts centre. The RCA improves the economic, cultural, and social quality of life in the community by fostering participation in, and appreciation of the arts. The RCA brings together individuals of all ages and backgrounds to share in the excitement of strengthening art and culture in the Okanagan celebrating creative expression through diverse art forms and disciplines. The Rotary Centre for the Arts respectfully acknowledges that it is located on the unceded, traditional territory of the Syilx/Okanagan People.

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