



37th Annual Edmonton International Fringe Theatre Festival



Fringe Theatre Adventures Society has entered into a Festival Agreement with the City of Edmonton to produce the 37th Annual Edmonton International Fringe Theatre Festival, August 16-26 2018. We are ecstatic to be building on the energy and success of last year's festival and are committed to cultivating and nurturing the ongoing relationship between the Strathcona Community, its residents, businesses, neighbors and visitors.

As part of our commitment to the Good Neighbor Program, we would like to offer the following information.

New this year!

- **Kidsfringe** has moved to the Old Strathcona Community League (10139 87 Avenue).
 - KidsFringe is moving! Based at the Strathcona Community League (10139 – 87 Avenue), KidsFringe is better than ever – now with 100% more dinosaurs!
- **Venue #6** - Our new KidsFringe location also features a dedicated theatre venue just for kids' shows. Our updated location is a one-stop-shop for fun, offering a wide array kid friendly activities, greater space to run and play, indoor Theatre for Young Audiences, and the same free programming Fringe families have come to love!
- **The box office** previously located at Venue 5 - Kick Point King Edward Elementary School has been moved one block to the new KidsFringe location.
- **Daily discounts** are now offered at every box office on site, so the discount booth has been eliminated.
- **The Maclab Wine Tent** will be open 10:00am – Noon, selling coffee and morning munchies.

EVENT SCHEDULE

Edmonton Fringe Festival - Thursday, August 16 to Sunday, August 26, 2018 (11 Days)

SET-UP starts August 11 at 7am.

Roadway Closures:

Saturday, August 11, 7am:

Full closure of 104 Street Service Lane from 82 to 86 Avenue

Saturday August 11, 2pm:

Full closure of 83 Avenue from Calgary Trail to Gateway Boulevard including the bike lane and sidewalks.

Full closure of 84 Avenue from Calgary Trail to Arts Barns including Service Alley.

Monday, August 13 at 5am:

Single northbound lane closure on the west side of 103 Street (Gateway Boulevard) from 82 to 86 Avenue

Full closure of 85 Avenue from Calgary Trail to alley. Service alley north of 85 closed up until Youth Emergency Shelter Fence.

EVENT Times:

Outdoor Festival Site (including all outdoor stages, busking pitches, food vendors and artisans)

August 17 - 25 from 11am to 11pm

August 16 from 6pm to 11pm

August 26 from 11am to 8pm

KidsFringe at the Strathcona Community League

Friday August 17th– Wednesday August 22nd: 10:30am-5:30pm

Thursday August 23rd– Friday August 24th: 10:30am-8pm

Saturday August 25th– Sunday August 26th: 10:30am-5:30pm

Outdoor liquor service areas operate:

August 16 service from 5pm - 11pm consumption to Midnight

August 17 - 25 service from 11am - 11pm consumption to Midnight

August 26 service from 11am - 6pm* (except Backstage Theatre & North Beer Gardens that serve from 11am - 11pm consumption to Midnight)

Indoor Performances:

Indoor shows start between 11:00 AM and Noon Daily, and last performances start at 11:59 or earlier at all venues. Maximum length of show at the Fringe is 90 mins.

TEAR DOWN:

Parkland: Sunday, August 26 at 6pm to Friday, August 31st at 8pm

Roadways: All closures ending Wednesday, August 29, 2018 at 5pm

EVENT INFORMATION

Information about shows, venues, special events, and all things Fringe can be found at <https://www.fringetheatre.ca> or in the Program Guide which is available as of August 1st on line or in person at the ATB Financial Arts Barns, Tix on the Square, and at selected Safeway, Sobeys, Chapters, Indigo, and Coles locations.

PARKING AND TRANSPORTATION

Fringe continues to be committed to promote primarily the use of alternate forms of transportation to access the site, and promote only the use of paid public parking for drivers.

This year, we will continue using signs in the area immediately adjacent to the King Edward Elementary, Academy at King Edward, and the Strathcona Community League. The signs will be as depicted below:



The Fringe website includes the following information about parking and transportation:
<https://www.fringetheatre.ca/festival/parking-transportation/>

Our main site is one block north of Whyte Avenue, and is very close to residential neighbourhoods. It is important that all Fringe staff, volunteers, and festival goers respect our neighbours. Please obey street signs and traffic laws, park appropriately, keep the grounds litter free, and be mindful of noise after 11:00pm.

Pogo CarShare

*If driving is your best option, consider using [Pogo CarShare services](#). With 24/7 access to cars located all across Edmonton, pogo-ing is a simple solution to fringing. Just download the app to locate and unlock cars – it's that easy! Parking, gas, even insurance is included. Use the promo code **FRINGE18** for free membership and 15 free driving minutes.*

Festival Shuttle Service

If you are travelling between the main Festival site in Old Strathcona and [The French Quarter](#) venues, catch the FREE Fringe Shuttle sponsored by the Old Strathcona Businesses and The French Quarter.

August 16-26, 2018 from 12Noon to 12Midnight

- Leaves the east side of Gateway Boulevard and Corner of 83 Avenue on the hour (:00) and half hour (:30)
- Leaves the south side of 86 Avenue and corner of 101 Street at five after (:05) and 35 after (:35)
- Leaves the north side of 86 Avenue and corner of 91 Street at quarter after (:15) and quarter to (:45)
- Leaves the north side of 82 Avenue and corner of 96 Street starting at 6pm through 12Midnight at 20 after (:20) and ten-to (:50)

Please give yourself enough time to get to Fringe events, as the shuttle can't guarantee exact times.

Edmonton Transit Service

Bus Routes 4, 7, 52, 57, 94, and 327 stop along Whyte Avenue close to the ATB Financial Arts Barns and the Festival site.

You can [use this ETS tool](#) to plan your trip.

Walking

Most venues are within walking distance of each other. During peak traffic times the sidewalks to and from venues are busy, so please give yourself plenty of time to make your way through the Festival.

Cycling

Thanks to our partners at the [Edmonton Bicycle Commuters Society](#), there are two bicycle parking lots available:

1. South of 85 Avenue on 104 Street (by Knox Evangelical Free Church)
2. 104 Street / 84 Avenue (the Edmonton Public Library's Strathcona Branch)

Please be advised that these lots are not always monitored and cyclists leave their bicycles at their own risk.

The City of Edmonton also provides public bike racks in front of [Next Act Pub](#) (8224 104 St NW) and near Starbucks (10370 82 Ave NW).

For safety purposes we ask that you please refrain from cycling through the grounds during Festival.

High Level Streetcar

The [Streetcar](#) is the perfect mode of transportation when traveling to and from north of the river. And, the Edmonton Radial Railway Society increases the frequency of its trips to Old Strathcona during the Festival. You can view the schedule [here](#).

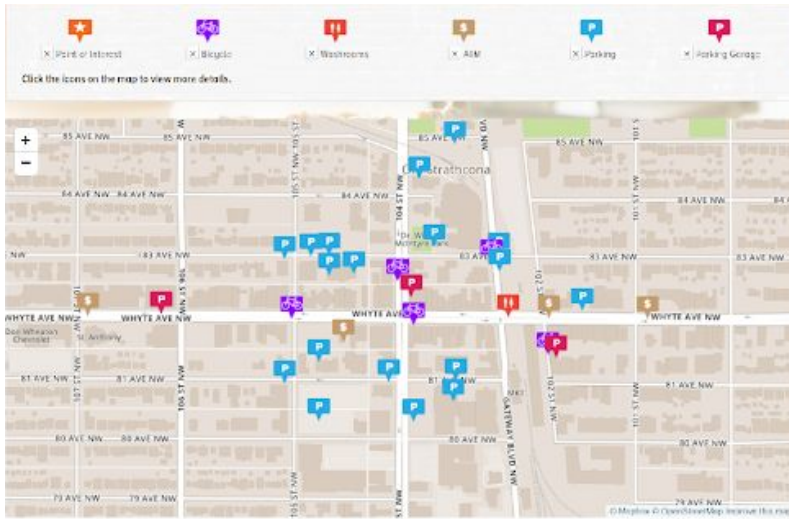
Parking

Year-round metered parking and lots are readily available throughout Old Strathcona. These are the three closest paid parking lots:

- East of the ATB Financial Arts Barns [in the Old Strathcona Farmers' Market parking lot]
- West of the Fringe sit on 83 Avenue and 104 Street

- Southwest on 81 Avenue and 105 Street

You can also [use this map](#) to find additional paid parking options in the area:



During Festival parking in our immediate area becomes much more limited, so we encourage you to use public and alternate transportation. If you do need to drive, please help us be good neighbours and resist the urge to park along the residential side streets – it’s the closest thing to a driveway a city-dweller has.

WASTE SERVICES

The Fringe works with the City of Edmonton, a private contractor, local businesses and adjacent residents along with a number of staff, volunteers, and contracted groups to manage waste services, and work in an effort to reduce the impact of increased activity. Contract services are limited to the Festival Site proper, but crews do respond to extraordinary needs as the festival progresses.

Strathcona Eco Station

The City of Edmonton is responsible for the temporary relocation of the recycling bins on the south side of 85 Ave, east of 104 Street.

COMMUNITY NOTIFICATION

The Strathcona Community League, the City of Edmonton Civic Events Office and The Fringe continue to meet to discuss Fringe planning and will debrief after the festival. As part of our search to find a new home for Kids Fringe, the Fringe sought consultation from the Community league and the residents in the immediate vicinity. Thank you for all of your feedback. IT helped us greatly in our planning for this year’s festival.

Fringe will again be sending a post card sized notice to all residents of Old Strathcona. We have targeted 9537 individual addressed, and have worked with Canada Post to increase the accuracy of this service over last year. The postcard will include:

- Event Name and Dates
- Website information
- Information about redeeming the mail piece for an exclusive promotion for Old Strathcona Residents.

GENERAL INFORMATION

Fringe will provide updates and critical information through our website - <https://www.fringetheatre.ca> and make information available at our information kiosks found on the Festival Grounds.

WHO TO CONTACT

To contact us at the Fringe: Please contact the Fringe at (780) 448-9000 or via email at communications@fringetheatre.ca. Our Communications team will provide the fastest response, and will connect patrons and residents with the appropriate staff member to address specific concerns.

City: General Concerns for the City should be directed to 311. This allows the City to track calls and have them sent directly to the appropriate area.

Community League Board Members: Please Call the Festival and Events Liaison, Kim Simkin at (780) 915-1454

Media Requests: General Media requests should be directed to the communications department. All media requests are being coordinated by Catherine Bangel. She can be reached at c: 780-263-1358 email: catherine@bangelpr.ca