Dec 1st, 2012

Dear Friend of Toronto Workshops Productions:

We write to inform you of an important heritage initiative and to seek your financial support to ensure its success.

Last year, we submitted an application to Heritage Toronto to have a municipal heritage plaque erected to honour George Luscombe and his internationally-acclaimed theatre company, Toronto Workshop Productions.

This plaque will commemorate the life, work and artistic legacy of George Luscombe (1926-1999), founder and director of Toronto Workshop Productions. Founded in 1959, TWP built Toronto’s first alternative theatre stage in this building at 12 Alexander in 1967. For the next twenty-five years, George Luscombe’s dream of a socially-engaged theatre ensemble produced some of the greatest hits of Canadian theatre. In plays such as *Hey Rube!,* *Chicago ’70* and *Ten Lost Years*, he pioneered a vigorous, improvisational theatre style that specialized in turning non-dramatic and documentary material into spellbinding theatre. His fierce commitment to rigorous training and his enduring belief that theatre must be socially and politically relevant inspired the generations of actors, playwrights, directors and designers who trained under him and who helped make Toronto into a major theatre capital. George Luscombe dedicated his career to building a living theatre art in this city, and countless artists and audiences that have passed through this theatre bear witness to his genius.

-- Professor Alan Filewod, University of Guelph

The *Friends of Toronto Workshop Productions* and Heritage Toronto consider this project a welcome opportunity to celebrate the legacy of George Luscombe and the history of *TWP* with a beautiful and informative plaque at the former site of Toronto Workshop Productions, now operated by Buddies in Bad Times Theatre. Our collective efforts in supporting this plaque will contribute to a sense of pride and community engagement.

We need your support as well to make it a successful reality.

Heritage Toronto is a charitable organization that works with the citizens of Toronto to advocate for, preserve and promote a greater appreciation for our city’s diverse heritage. A Heritage Toronto plaque requires $5,500 for the plaque’s fabrication and installation.

Heritage Toronto will assist us by acting as steward of fundraising activities. We need to have the funds in place by Feb. 1st in order to have the plaque completed on time for an unveiling ceremony. Your contribution, made out to Heritage Toronto, in trust for the George Luscombe and Toronto Workshop Productions plaque project will be eligible for a tax receipt from Heritage Toronto for gifts of $10 or more.

As a donor, your name and/or company name would appear on a list of donors prominently displayed at the unveiling ceremony.

Your personal and confidential information remains with Heritage Toronto. Cheques may be sent to Heritage Toronto, St. Lawrence Hall, 157 King Street East, 3rd Floor, Toronto M5C 1G9.  All donors will be welcomed as special guests and recognized at our unveiling ceremony.

We hope that you will seriously consider supporting this cultural endeavour, which will benefit not only our community, but the entire City. Should you require additional information, feel free to contact us.

Sincerely,

Karen Luscombe, and *The Friends of TWP*

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