



**Civic Theatres Toronto Announces Long-Term Partnership with Meridian**

*Partnership is part of a larger evolution in the organization including rebrand to TO Live and launch of the TO Live Foundation*

**TORONTO, January 21, 2019** – Civic Theatres Toronto announces a strategic partnership with Meridian, Ontario’s largest credit union and third largest in Canada, which includes the naming rights for two iconic Toronto cultural properties. Meridian is committing \$30.75-million over 15 years to the partnership, one of the largest agreements of its kind in the arts and culture community in Canada. Civic Theatres Toronto also announces the rebranding of the organization to TO Live and the launching of the TO Live Foundation to encourage community engagement.

**Meridian Partnership:**

**The Sony Centre for the Performing Arts and the Toronto Centre for the Arts will respectively become Meridian Hall and Meridian Arts Centre as of September 15, 2019.**

In addition to exclusive naming rights for the venues, the expansive partnership will include Meridian branding and content fully integrated into the venues, as well as the Centres’ digital and promotional platforms.

“We are very excited about this new partnership with Meridian,” said Clyde Wagner, President and CEO of TO Live. “It was important for us to find a partner whose values align so closely with ours and who share a commitment to building strong and enduring communities. Meridian is a natural fit for TO Live and an ideal partner to help achieve our vision for arts and culture in Toronto.”

“Today’s announcement demonstrates Meridian’s commitment to improving the lives and wellbeing of the communities we serve, so it is only fitting that we partner with the city’s best-in-class arts and cultural establishments,” said Bill Maurin, President and CEO of Meridian. “We are thrilled to enter this long-term partnership to help enrich the cultural vibrancy of the city, province and country.”

Over the last four years, Meridian has doubled its presence in the Greater Toronto and Hamilton Area, opening 19 new locations and significantly driving the organization’s growth.



This new partnership amplifies Meridian's ongoing commitment to supporting culturally rich and diverse communities.

"City building is at its best when private and public sectors unite in a common vision", said Robert Foster, Board Chair of TO Live. "Meridian's commitment to the arts and culture sector reflects the importance for businesses to invest and connect with local communities."

"This has been a project long in the works and I believe it is the right and logical next step forward for our theatres," said Mayor John Tory. "This new partnership will help build our community and ensure our theatres are strong, vibrant, creative places in our city."

**Civic Theatres Toronto is rebranding to become TO Live, effective immediately.**

The new name, the result of a public naming competition held last year, reflects the evolution of the organization and its goal of becoming Canada's leading multi-arts centre, inspiring both local and international artists to connect and engage with the diverse Toronto arts community.

**TO Live launches the TO Live Foundation in support of the community's cultural properties.**

The new TO Live Foundation is integral to achieving this goal through support for arts and culture activities, enriching and strengthening communities, and encouraging Torontonians to participate in the preservation and promotion of the city's cultural assets.

TO Live acknowledges the longstanding support of the City of Toronto and the incredible commitment of Sony of Canada Ltd. over the past decade and into fall of 2019.

TO Live also extends its gratitude to BLOK design for its work on the new TO Live brand and A&C who worked with TO Live and Meridian to develop the partnership.

The announcements were made at a press conference at the Sony Centre for the Performing Arts on January 21, 2019.

To learn more about the announcement, please visit [www.tolive.com](http://www.tolive.com).



### **About TO Live**

Previously known as Civic Theatres Toronto, TO Live is one of the city's largest multi-arts organizations, operating three iconic venues and presenting a full range of performing arts, theatrical and concert events in both downtown and uptown Toronto at the Sony Centre for the Performing Arts, St. Lawrence Centre for the Arts and the Toronto Centre for the Arts. With two hubs of creativity and content creation in both downtown and uptown Toronto, TO Live has a unique place and perspective in Toronto. The mission of TO Live is to activate creative spaces by inspiring local and international artists, connect audiences and to be the nexus for new ideas, elevate artistic potential, and be the catalyst for creative expression that is reflective of Toronto's diversity.

### **About Meridian**

With over 75 years of banking history, Meridian is Ontario's largest credit union and the third largest in Canada, helping to grow the lives of its more than 300,000 Members. Meridian has \$20.6 billion in assets under management, as of November 30, 2018, and delivers a full range of financial services online, by phone, by mobile and through a network of 91 branches across Ontario and commercial banking services in 11 locations. Meridian Members have access to the THE EXCHANGE® Network, with more than 3,500 no-fee ABMs across Canada and 500,000 ABMs in the United States. For more information, please visit: [meridiancu.ca](http://meridiancu.ca)

### **For more information:**

Grant Ramsay  
TO Live  
416-368-6161 x7226  
[grant.ramsay@tolive.com](mailto:grant.ramsay@tolive.com)

Genna Schnurbach  
Hill+Knowlton Strategies  
416-413-4742  
[genna.schnurbach@hkstrategies.ca](mailto:genna.schnurbach@hkstrategies.ca)