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## Media Release

for immediate release

May 11, 2012  
Edmonton, AB

### A Celebration

**TIX on the Square, and EAC Happenings on Churchill Square  
Saturday May 12, 12 - 3pm  
Sir Winston Churchill Square**

Churchill Square will be *the* place to be Saturday afternoon with a 'season sampler' of performances and activities directed by recent initiatives by the Edmonton Arts Council. Gypsy-swing tunes by *The Dead Stringers*, antics by the *Moveable Feast*, and Games on the Square, artisans inside TIX store, are all part of the celebration open to the public.

Have you seen the **#WhereLocalGoesLive** Red Box around town this week? A variety of talented local performers have been making surprise appearances in the downtown and Old Strathcona areas, accompanied by a red box with this hashtag, and the public have loved tweeting photos and messages now posted on **WhereLocalGoesLive.com**

These events are the teaser part of a marketing campaign that will culminate in the reveal of TIX's new look (proudly re-branding them as a box office AND store), and a broader awareness of Edmonton Arts Council's recent programming on Churchill Square for casual and day-to-day public use between major festivals and civic events.

\* Excellent PHOTO/interview OPPORTUNITY

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### About the Edmonton Arts Council

The Edmonton Arts Council is a not-for-profit society and charitable organization that supports and promotes the arts community in Edmonton. The EAC works to increase the profile and involvement of arts and culture in all aspects of our community life.

### For additional information, contact:

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### Related Links:

[www.WhereLocalGoesLive.com](http://www.WhereLocalGoesLive.com)