



July 22, 2021

BACKGROUNDER

BlueShore Financial Centre for the Performing Arts (The BlueShore at CapU)

In 2022, the BlueShore Financial Centre for the Performing Arts (The BlueShore at CapU) will celebrate its 25th anniversary. The Capilano University Foundation is leading a seat-naming campaign to raise \$480,000 towards a theatre refresh renovation for this valued, but well-worn arts venue. The [Take A Seat](#) campaign invites the community to contribute to the revitalization of this regional arts centre in preparation for the post-COVID-19 return of cultural performances. Donations will pay for new seating, carpet replacement, aisle lighting and upgrades to improve accessibility.

Since The BlueShore at CapU opened in 1997

Performances: More than 963,000 people have attended 1,956 events, including 840 performances by Capilano University students.

Students: Over 2,000 students have graduated from the School of Performing Arts and The BlueShore at CapU has been their stage, their classroom and their place to build the experience and connections to launch a successful career in the arts.

Community: The theatre has worked closely with hundreds of community partners to welcome patrons of all ages over the past 24 years.

Take A Seat campaign

\$500	One seat for 5 years	(\$41.67 per month for 12 months)
\$1,000	One seat for 15 years	(\$83.34 per month for 12 months)
\$5,000	Two seats for 15 years + contribution to a performing arts student award	(\$416.67 per month for 12 months)

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What The BlueShore at CapU means to people

“The BlueShore at CapU is THE performing arts hub for the North Shore community. Graduation recitals, student performances, internationally acclaimed jazz musicians, Canadian author book launches, premiers of short films, renowned speakers—all these things and more draw me to The BlueShore. It is an exciting place to gather, learn and be entertained. I feel so fortunate to have such a treasure in our midst and miss it immensely during this time.”

PAT QUAN The BlueShore at CapU theatre patron and supporter

“I entered with a spark, and I left with a flame. I am who I am because the musical theatre faculty allowed me to discover the importance of individuality and self-worth. I am proud to have attended this institution.”

CALEB LAGAYAN CapU alumnus, Musical Theatre diploma, 2018

“The BlueShore at CapU is home to some of the best arts offerings in the entire Lower Mainland. The wide variety of theatre productions, lecture series, and eclectic, high quality concerts make this one of my favourite venues to enjoy world-class culture in a comfortable and accessible setting. Jazz, blues, roots, and world music are presented throughout the year—some of the best concerts you will ever see anywhere!”

RUDI LEIBIK The BlueShore at CapU theatre patron