

IMMEDIATE RELEASE**Sun Life Financial pledges multiyear support for
Shaw Festival's Theatre for All initiative**

*- Partnership provides individuals and families access
to the Shaw Festival regardless of financial means -*

Niagara-on-the-Lake, ON (October 11, 2018) — The **Shaw Festival**, one of Canada's leading theatre festivals, is pleased to announce that [Sun Life Financial](#) has extended their support of the **Theatre for All** program through to the 2020 Festival season.

"The Shaw Festival deeply believes everyone should have access to the arts, no matter their financial circumstances," says Shaw Festival Executive Director **Tim Jennings**. "We are so pleased Sun Life Financial has extended their commitment to the **Theatre for All** program. This partnership and shared dedication to arts accessibility will continue to provide priceless opportunities to members of our community to visit, spend some time with us and experience the inspiring nature of theatre first hand."

The **Theatre for All** program, presented by Sun Life Financial as part of their Making the Arts More Accessible™ program, works with local Niagara Region social service agencies such as the United Way and Family and Children's Services Niagara to distribute 300 tickets each season to deserving individuals and their families. Program participants have the opportunity to attend a Shaw Festival performance which may not have been financially possible otherwise.

A Shaw Festival corporate sponsor since 1989, Sun Life has a long history of supporting arts and culture in Canada and believes that the arts should be enjoyed by every Canadian, despite of their financial situation. In 2004, Sun Life created their award-winning Making the Arts More Accessible™ program – the focus of their philanthropic support of the arts.

The Shaw Festival's 2018 season is onstage until October 28 and currently featuring [The Magician's Nephew](#), [Grand Hotel](#), [The Hound of the Baskervilles](#), [Oh What a Lovely War](#), [Henry V](#), [Secret Theatre](#) and [A Christmas Carol](#) (on stage November 14 – December 23).

To purchase tickets for the 2018 Festival season, please contact the Shaw Festival Box Office at 1-800-511-SHAW and online at www.shawfest.com.

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About Sun Life Financial in the community

At Sun Life Financial, we are committed to building sustainable, healthier communities for life and we're proud to hold the *Caring Company* designation from Imagine Canada. Community wellness is an important part of our sustainability commitment and we believe that by actively supporting the communities in which we live and work, we can help build a positive environment for our Clients, Employees, advisors and shareholders. Our philanthropic support focuses on two key areas: health, with an emphasis on diabetes awareness, prevention, care and research initiatives through our *Team Up Against Diabetes*™ platform; and arts and culture, through our award-winning *Making the Arts More Accessible*™ program. We also partner with sports properties in key markets to further our commitment to healthy and active living. Our Employees and advisors take great pride in volunteering over 29,000 hours each year and contribute to

making life brighter for individuals and families across Canada. [Read more about Sun Life Financial in the community.](#)

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

About the Shaw Festival

Inspired by the spirit of [George Bernard Shaw](#), the Shaw Festival creates unforgettable theatrical encounters in any way we want. The Shaw Festival is a place where people who are curious about the world gather to share the unique experience of live theatre and real human encounters. For more information, please visit www.shawfest.com.

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