

EMBARGOED UNTIL 13:00 Monday 17 September 2018



J&C Joel launch Setting the Stage Fund with the Theatres Trust

J&C Joel is delighted to announce the launch of a new grant scheme with the **Theatres Trust**.

J&C Joel is one of the world leading manufacturers and installers of flame retardant fabrics, drapery and stage engineering solutions in the theatre industry. The company is currently celebrating its 40th anniversary and has selected the **Theatres Trust**, the national advisory public body for theatres, as its chosen charity for the year.

J&C Joel's Setting the Stage Fund, which was launched at Plasa 2018, will provide up to **£10,000 of in-kind support** to one UK based not-for-profit theatre. The support will be offered in the form of J&C Joel's products and services which can include but isn't limited to: front of house drapery; masking and black out drapery; tracks and servicing of stage engineering equipment.

Theatres will be able to apply by downloading an application form from the Theatres Trust website. The deadline for entries will be **Friday, November 30** with a shortlist announced in January. The shortlisted venues will then be visited by a panel of judges from J&C Joel and the Theatres Trust with the successful applicant being announced in February.

J&C Joel's CEO, James Wheelwright said: "Theatrical drapery and stage engineering are at the heart of what we do at J&C Joel. We are extremely proud to be able to work with the Theatres Trust to give something back to the industry which has been the key to our success. We hope the Setting the Stage Fund will make a real difference to a theatre in need whilst also benefitting the community it serves."

As part of J&C Joel's support for the Theatres Trust across the year they are also encouraging all customers to donate £1 every time they place an order throughout the next 12 months, each £1 donated will be matched by J&C Joel.

Jon Morgan, Director, Theatres Trust said: "Being chosen as J&C Joel's charity of the year means that the Theatres Trust will be able to support even more theatres to thrive. And we are delighted to be working with them on the Setting the Stage Fund, providing our expertise to find a deserving theatre for this generous support"

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Notes to editors:

J&C Joel was established in 1978 in Sowerby Bridge, near Halifax, founded by John Wheelwright whose family had been involved in the textile industry for more than 150 years.

The business now exports to more than 80 countries worldwide, providing products such as front of house theatre curtains, stage backdrops, cycloramas, gauzes, acoustic drapes, projection screens and an array of stage engineering solutions.

J&C Joel now has offices in the UK, Europe, Africa, Middle East, Asia and Australasia.

Theatres Trust is the national advisory body for theatres. We believe that current and future generations should have access to good quality theatre buildings where they can be inspired by, and enjoy, live theatre.

In 2017, 350 theatres and hundreds of community groups and industry professionals benefited from Theatres Trust support. But with challenges ahead, more needs to be done. Find out more at www.theatrust.org.uk