



FOR IMMEDIATE RELEASE:

CHRISTIE DIGITAL SYSTEMS DONATES CIRQUE DE LA SYMPHONIE PERFORMANCE TO UNITED WAY OF KITCHENER-WATERLOO AND AREA

Almost 1,700 individuals to enjoy free matinee featuring Cirque-style artists performing to music of K-W Symphony

(WATERLOO - Wednesday November 4, 2009) - Thanks to the exceptional generosity of Kitchener-based technology company Christie Digital Systems Canada, Inc., United Way of Kitchener-Waterloo and Area has been able to provide many individuals from the programs and initiatives it supports - and many of its volunteers – with free tickets to an exclusive Saturday November 7th matinee of Cirque de la Symphonie at the Centre in the Square. Some attendees might otherwise never have the opportunity to experience a live show.

Over 1100 tickets were provided to United Way for distribution, with the remainder given to Christie employees who donated to United Way through their annual United Way workplace campaign.

“I believe on a profound level that helping others is a moral imperative,” says Gerry Remers, President and COO of Christie, who serves as United Way’s first ever Executive Campaign Chair. “Doing something to improve the lives of others, even of those whom we may not know or have not met, is a basic human endeavour. It defines us as human beings.”

“The gift Christie offers by donating this performance extends to our entire community, not just those in attendance this Saturday, and that gift will last long after the show is over,” says Jan Varner, CEO, United Way of Kitchener-Waterloo and Area. “Christie’s generosity reminds us all of the importance of giving back to our community. It also demonstrates that the kindness of individuals makes a difference in our world – a big difference.”

Christie supports the work of United Way through many avenues, including corporate donations, employee sponsorship, research sponsorship, membership on the board of directors and campaign cabinet, and strong participation in the annual United Way workplace campaign. Through presentations by individuals whose lives have been transformed by United Way-supported programs - and through participation in “Seeing is Believing” tours to local United Way-supported agencies – Christie employees are shown first hand how their donations are making a real difference in our community.

Cirque de la Symphonie has performed with symphonies all over North America to rave reviews. The show’s web site, www.cirquedelasyphonie.com, describes the experience this way:

Imagine the magic of some of the best cirque artists in the world performing on the same stage with a full symphony orchestra. This is the experience of Cirque de la Symphonie. The combination of these two art forms provides an energized performance that is greater than the sum of its parts. Audiences everywhere are

thrilled as aerialists fly overhead and acrobatic feats are performed to classical masterpieces and memorable contemporary music.

"Music has a way of touching our lives - whatever our age and background. I'm delighted to be working with United Way and Christie to share this amazing concert experience with so many people from our community who wouldn't otherwise get a chance to attend this particular concert," said Edwin Outwater, Music Director, Kitchener-Waterloo Symphony. "I think people are going to love the combination of cirque artists and beautiful orchestral music - this is a great concert for everyone!"

The November 7th afternoon performance of Cirque de la Symphonie is exclusive to invitees from Christie and United Way. Tickets are still available for the Friday November 6th and Saturday November 7th evening performances of the show, and can be purchased at www.kwsymphony.ca.

About United Way of Kitchener-Waterloo and Area

The work of United Way of Kitchener-Waterloo and Area is about funding activities and initiatives that get to the root of local challenges and resolve systemic issues in the community. Each year, collective funds from the annual fall campaign, direct mail campaigns, sponsorships and special events are dispersed to over 100+ local programs and initiatives in Waterloo Region. Beyond monetary investment, United Way also mobilizes staff, volunteers and other resources to change community conditions for the better. All efforts are part of a collaborative, informed and integrated approach to achieve the best collective results possible in each of our community's five priority areas – children and youth, families, neighbourhoods, newcomers and economic security.

About Christie Digital Systems Canada, Inc.

Christie, a wholly-owned subsidiary of Ushio, Inc., Japan, (JP:6925), is a leader in visual solutions for world-class organizations, offering diverse applications for business, entertainment, and industry. A leading innovator in film projection since 1929 and a pioneer in digital projection systems since 1979, Christie has established a global reputation as a total service provider and the world's single source manufacturer of a variety of display technologies and solutions. With the acquisition of Vista Controls Systems, Corp., Christie offers the most complete and advanced solutions for cinema, live venues, control rooms, business presentations, training facilities, 3D and Virtual Reality, simulation and education as well as industrial and government environments.