



Drayton Entertainment Announces Naming of Lobby in Honour of Neil Aitchison

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FOR IMMEDIATE RELEASE

Waterloo, Ontario — Drayton Entertainment is pleased to announce the naming of the St. Jacobs Country Playhouse lobby in honour of **Neil Aitchison**, recognizing his outstanding commitment to the organization.

The naming is the result of a **\$250,000** grassroots fundraising campaign initiated by theatre patrons, donors, Board, staff, and corporate partners to recognize Neil's 50+ years of volunteerism and community service in the Region of Waterloo.

In addition to serving as a founding and current board member of award-winning Drayton Entertainment, Neil's chief causes in the community include RAISE Home Support for the Elderly, Rotary, the Mayors' Dinner, KW Oktoberfest, and Police Services.

All proceeds have been allocated towards vital education and outreach programs for young people through Drayton Entertainment's burgeoning Youth Academy.

"Neil's passion for the performing arts and his unwavering support have had a profound impact on our organization for 35 years," says **Alex Mustakas**, Founder & CEO of Drayton Entertainment. "He has played many roles including that of Board member, employee, volunteer, and of course, theatre performer. Naming this lobby in his honour is a meaningful tribute to his legacy and to the important role he has played in helping Drayton Entertainment flourish as one of Canada's leading live theatre companies."

The newly designated **Neil Aitchison Lobby** will serve as a welcoming space for audiences, volunteers, performers, and community members, offering a place to gather and connect before and after performances. As the first point of arrival for theatre patrons, lobby reflects the spirit of hospitality and community that are hallmarks of the charitable organization.

"I guess I am now permanently part of the pre-show experience," quips **Neil Aitchison**. "I'm honoured, amused, and hoping that everyone will head into the auditorium on time once they're done admiring the sign!"

The naming of the Neil Aitchison Lobby underscores Drayton Entertainment's ongoing commitment to celebrating the individuals whose vision and generosity help sustain the arts for future generations. The space will stand as a lasting reminder of the power of philanthropy and community support in keeping live theatre thriving.

A special dedication ceremony will take place later this summer with invited guests, patrons, and community leaders joining to celebrate this milestone.

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For more information, or to schedule an interview, please contact:

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