Contact: Julia Ann Easley
        Information Officer   Sept. 20, 1989
        (519) 884-1970 ext. 2070   061-1989

Marketing of Les Misérables topic of presentation at Laurier

    Jim Valentine, director of marketing for Mirvish
Productions, will talk about the selling of this year's musical
sensation, Les Misérables, on Sept. 29 at Wilfrid Laurier
University.

    He will be one of three speakers to address the MBA Alumni
Association's symposium on the marketing of sports and
entertainment. Paul Markle, director of marketing for the
Toronto Blue Jays, and John Wintermeyer, president of Branada
Sports Group, will also make presentations.

    Valentine will outline the marketing strategy for the show,
in which Kitchener native Thomas Goerz stars as Javert, and look
at trends in the marketing of theatre.

    Les Misérables, now in its seventh month, has already been
seen by more than 250,000 people and it was recently announced
that its run has been extended through May 1990.

    But Valentine said the business will become more interesting
with the opening of The Phantom of the Opera and the Wizard of
Oz. As well, thousands more theatre seats are being added in
Toronto with the renovation and planned construction of several
facilities.

"You'll probably see the competition heating up. We're after the same piece of the pie," he said.

"Beyond that, there aren't a lot (of shows) like Les Misérables, Phantom of the Opera and Cats. These three are anomalies in the business. Shows are not always guaranteed to do well."

Valentine, who has been with Mirvish Productions for two years, has also worked for the National Ballet of Canada and the Canadian Opera Company and done marketing and fund-raising for an Alberta art gallery.

The symposium will begin at 2 p.m. in Rm. 1025 of the Frank Peters Building. Wintermeyer will speak first, followed by Markle at 3 p.m. and Valentine at 4 p.m.

- 30 -

Note: The symposium is not open to the general public.