



**AUCKLAND and
MARLBOROUGH
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FOR IMMEDIATE RELEASE

EVENTFINDA AND ASB THEATRE MARLBOROUGH ANNOUNCE TICKETING PARTNERSHIP

Eventfinda – New Zealand’s largest independent ticketing provider – and the Marlborough Civic Theatre Trust, owner and operator of the ASB Theatre Marlborough, are proud to announce a new partnership.

Eventfinda’s full-service ticketing and marketing platform will soon be the exclusive ticketing software used by the ASB Theatre Marlborough, Marlborough’s premiere regional multipurpose venue.

The Marlborough Civic Theatre Trust was formed almost 50 years ago with the vision to provide a ‘*Centre of Excellence for the Performing Arts in Marlborough*’.

The ASB Theatre Marlborough, which replaced the FloorPride Marlborough Civic Theatre, opened in mid-2016, overlooking Blenheim’s Taylor River. It’s earned a reputation as one of New Zealand’s most stylish and state-of-the-art venues, boasting a 700-seat auditorium, the versatile Whitehaven Wine Room, and the more intimate 100-seater Anderson Theatre.

This multi-use and purpose-built venue is now a key asset for the Marlborough community, with high levels of engagement and excellent patron and public support.

Eventfinda’s Head of Ticketing, Anna Magdalinos, has worked closely to ensure that both organisations form a long-lasting connection to deliver on their community goals and the eclectic needs of their venue hirers.

“Our dedicated team is here to support this transition with the MCTT team to the highest level and we look forward to using our expertise and streamlined processes to ensure the community, hirers and patrons have an excellent customer experience,” said Magdalinos.



As the region's leading performing arts and live entertainment centre, MCTT is dedicated to bringing the best of local, national, and international performance to the area.

The state-of-the-art facilities and amenities host prominent national and international entertainers, with the likes of the Royal New Zealand Ballet, New Zealand Symphony Orchestra, and even Dame Kiri Te Kanawa taking the stage during its opening season.

Joseph Casalme, MCTT's CEO, has steered the theatre for over a year, working on the organisation and enhancing its efficiencies in the aftermath of the Covid-19 era.

"We eagerly anticipate our partnership with Eventfinda, industry leaders known not only for their highly innovative ticketing system but also for their exceptional team of professionals, led by James and Anna. Together, we aspire to enhance our systems and deliver exceptional experiences for our promoters, venue hirers, and our community here in Marlborough."

Eventfinda has demonstrated that their innovative technology can serve the venue well in enabling their growth and meeting their goals. With real-time reporting, easy-to-use software and the ability to assign roles to key stakeholders to access ticket sales and other key metrics, Eventfinda future-proofs the ticketing partnership. Magdalinos said,

"Our service-oriented approach and cutting-edge ticketing and marketing platform ensures the venue team and hirers have what they need to deliver their events successfully and efficiently."

James McGlinn, Eventfinda's CEO, commented,

"Our platform and features were built with modern venues like the ASB Theatre Marlborough in mind. It's exciting to enter into a new partnership with a premier organisation and venue with a longstanding presence in the local events scene. Their rich heritage in the Marlborough region and comprehensive understanding of modern events keeps their finger on the pulse of what their communities want. Eventfinda is proud to contribute to continuing to drive engagement and success for the MCTT."



MCTT are looking forward to the new partnership working alongside the knowledgeable Eventfinda team. Casalme added,

“This collaboration marks a significant milestone, poised to elevate the client experience and enrich the cultural and entertainment landscape of Marlborough.”



ABOUT EVENTFINDA

Eventfinda was founded in 2006 as an events calendar but quickly saw the demand for a well-designed ticketing system which put the needs of venues, promoters and consumers on an equal footing. In 2009 they launched their first in-house developed ticketing platform. Eventfinda is now New Zealand's largest independent ticketing company but their DNA as an events marketing organisation remains.

Eventfinda is the only organisation in Australasia offering an ever-evolving audience development and engagement suite combining an events discovery site and a ticketing platform. They pride themselves on their industry-leading technology and personalised service and are committed to helping event organisers and promoters achieve their goals.

ABOUT THE MARLBOROUGH CIVIC THEATRE TRUST AND ASB THEATRE MARLBOROUGH

The Marlborough Civic Theatre Trust was formed as a non for profit organisation on 16th November 1974 following the demolition of His Majesty's Theatre with the principal objective of establishing a new theatre for the Marlborough community to use.

After many years of research, planning and community fundraising, this dream was realised with the opening of a new theatre located in the former Farmers Department Store on Arthur St, Blenheim on the 15th February 1985. For 31 years the FloorPride Marlborough Civic Theatre was the arts and entertainment hub for our region, providing a wide and varied range of performing arts and entertainment opportunities for participants and patrons.

The vision of providing a theatre became a reality when the ASB Theatre Marlborough (which replaced the FloorPride Marlborough Civic Theatre) opened on 16th March 2016. This multi-use and purpose built venue is situated overlooking Blenheim's Taylor River. It is now operational and provides a key asset within our community with high levels of community use and excellent patron and public support.

Vision – To provide a Centre of Excellence for the Performing Arts, and Events in Marlborough

Purpose – Enriching life in Marlborough by engaging people in the performing Arts, and Events



FOR FURTHER INFORMATION OR MEDIA ENQUIRIES CONTACT:

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