

## FOR IMMEDIATE RELEASE

### Longhorn Oilfield Services is first up in sponsoring the return of Dawson Creek Choral Society

August 23, 2024

DAWSON CREEK, BC — Here we are in Dawson Creek in the middle of Back-to-School season. It seems like everyone has a bit of a personal renewal time at the end of August and early September. The Dawson Creek Choral Society is no different but is coming off the longest summer break ever, having been non-operational since the COVID-19 outbreak rocked our entire world. DCCS had a lot of recovery to do, and a major part of that recovery has been to reconnect with past members and supporters. That's where Longhorn Oilfield Services enters the stage.

Longhorn Oilfield Services is the first "Patron" level sponsor to commit to the DCCS' 2024-25 Season. Previously, Longhorn was the named sponsor of a "Pay it Forward" matinee performance of *Elf JR*, the Broadway JR adaptation of everyone's favourite Will Ferrell classic, *Elf*. The matinee event was a free show for school classes, special guest clients from local service agencies, and nominees from the public. It brought cheer and "Sparklejollytwinklejingly" energy to members of our community who may not normally see performance events of that type. It also gave the 27 enthusiastic youth cast members another performance opportunity.

By returning as a sponsor in 2024, Longhorn is helping the DCCS put on a performance season that will reignite Dawson Creek's youngest performers. "This year, the DCCS is rebuilding. The organization that was making a big splash in 2019 and early 2020 is back, and sponsors are showing that they trust us to emerge once again to the level of community engagement and benefit that we had pre-pandemic," writes Caitlyn Triebel, founder and Artistic Director of the DCCS. "We thank Longhorn Oilfield Services for coming back as a sponsor, and we can't wait to share our choir performances with them!"

DCCS has a sponsorship program that honours all sponsors and works with donors to make sure they have front-row seats to the regrowth of the organization.

*The Dawson Creek Choral Society is a registered non-profit based in the ancestral lands of the Sikanni, Dane-Zaa, Cree, and Saulteau peoples commonly known as Treaty 8 Territory. DCCS works to amplify all voices through Kindermusik®, community choir programs, junior musical theatre, and community outreach and advocacy. Learn more about the DCCS by subscribing to our socials and newsletters, or by visiting [dcchoralsociety.ca](http://dcchoralsociety.ca).*

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