

New Supporting Cast Canada to uplift Canada's Cultural Ambassadors

No creative senior should stand alone: Connect. Belong. Thrive.

Toronto, Ontario Jun 8, 2026 ([IssueWire.com](https://www.IssueWire.com)) - **Supporting Cast Canada (formerly PAL Canada Foundation)** will officially launch its new identity—and several new projects, including *The Artwell*—at *The Spotlight Shift*, a milestone celebration taking place on Monday, June 8, from 5:00 p.m. to 8:00 p.m. in Toronto.

For nearly four decades, this national arts charity has been a champion for Canada's entertainment community. Originally founded as Performing Arts Lodges Canada, it then became PAL Canada Foundation and has now been rebranded as Supporting Cast Canada to better reflect its mission and special activities for Canada's cultural veterans.

"We have been supporting artists for nearly 40 years and our new name, **Supporting Cast Canada**, better reflects our national mission of supporting Canada's performers, creators, storytellers, musicians and cultural contributors, with special services and programs that will reinvigorate our legacy of dignity, community connection and respect for the true ambassadors of Canadian culture," said Adrian Luces, Executive Director, **Supporting Cast Canada**.

"Our ongoing mission remains rooted in the belief that no creative senior should stand alone," he emphasized. "Through our programs, partnerships, activities and new initiatives, we are creating more opportunities for artists to connect, belong, and thrive."

Affordable housing remains an important part of the PAL legacy through multiple chapters across the country, and the national organization, now **Supporting Cast Canada**, has evolved its focus to address social isolation by fostering intergenerational connections, preserving artistic legacies, and supporting the well-being of creative seniors.

Guests will enjoy an evening of music, storytelling, visual art, and community featuring performances and presentations by distinguished visual artists and storytellers:

- Musical theatre icon George Masswohl of *Come From Away* and, recently *Fiddler on the Roof* at Toronto's Elgin Theatre
- Pianist Michael Mulrooney
- Visual artist Kevin Hearn of Barenaked Ladies
- Abraham Reyes, owner of the Giga Pearl
- Renowned cartoonist and artist, Andy Donato
- Gina Godfrey and her Hollywood collection
- Eleven-year-old prodigy, artist, and musician Max Keys
- PAL Toronto artist Karen Loomer

- Guitarist Peter Mathers
- A diverse group of emerging and established creative voices.

A special highlight of the evening will be the official unveiling of *The Artwell*, a new creative gathering space sponsored by AFBS.

The Artwell will serve as a hub for visual art exhibitions, storytelling events, workshops, performances, mentorship opportunities and intergenerational programming.

The evening will also showcase **Supporting Cast Canada's** national initiatives, including the following:

- Game Days
- Book PALs
- Tea-Time
- Check in and Chat
- Cyberizing Seniors
- Behind the Scenes Youth Masterclass Series
- Canada Stories, a new initiative dedicated to preserving and celebrating the stories of Canada's creative community

Supporting Cast Canada will also announce opportunities for artists, volunteers, sponsors, and donors to become involved with *The Artwell* and help support future programming.

The organization extends its sincere appreciation to AFBS for its sponsorship and support of *The Artwell* and to the Richard and Diane Ross Foundation for making *The Spotlight Shift* event possible through their generous donation. Special thanks to PAL Insurance Services Limited for their sponsorship of the evening. We extend additional thanks to Aromas Fine Foods, NK Entertainment, Carole Adriaans of Adriaans & Associates, Pristine Printing, Patti Jannetta, Dave Baker, Music Makes Miracles, and all participating artists, volunteers and supporters.

Supporters of the arts, media representatives, and community leaders are invited to attend and help celebrate this exciting new chapter called **Supporting Cast Canada**.

About Supporting Cast Canada

Supporting Cast Canada is a national charitable organization dedicated to supporting Canada's arts and entertainment community through programs that reduce isolation, foster connection, encourage lifelong creativity, preserve artistic legacies, and promote healthy aging. Building on nearly 40 years of service through the PAL banner, **Supporting Cast Canada** works to ensure that no creative senior stands alone.

More Info:

Adrian Luces

Executive Director, Supporting Cast Canada

ed@palcanada.org

Email: info@palcanada.org

Website: supportingcast.ca

Media Contact:

Suzan Ayscough

suzan.ayscough@gmail.com

Event Information

The Spotlight Shift

Monday, June 8, 2026

5:00 p.m. – 8:00 p.m.

The Artwell

1000 Yonge St., Toronto

(Note: street-level entrance to The Artwell)

For more information, volunteer opportunities, or sponsorship inquiries, please visit **supportingcast.ca**

Media Contact

Supporting Cast Canada

*****@palcanada.org

<http://supportingcast.ca>

Source : Supporting Cast Canada (Formerly PAL Canada Foundation)

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