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Carrie Sager President

Like most with a passion for theatre, Carrie Sager is a woman who knows how to dream. And like the most acuminous of business people, she also knows how to build the strategies to achieve those dreams.

Armed with an honours degree from McMaster University (in English and Drama), Carrie launched her publicity career in 1986 working with Theatre Collingwood, the Royal Ontario Museum, Equity Showcase Theatre and the AIDS Committee of Toronto. In 1991, Carrie founded FLIP with the aim to create Canada's premiere arts and entertainment PR firm. In the early years, Carrie dedicated FLIP to servicing Toronto's thriving theatre scene, working with virtually every theatre company in Toronto, from small independents to large-scale international touring productions. Under Carrie's leadership, FLIP has since grown to also service the music, film, television, publishing and art sectors.

Carrie remains an active and respected member of Toronto's theatre community. She sits on the board of directors for the Actor's Fund of Canada and Darren O'Donnell's Mammalian Diving Reflex, as well as the Toronto Association for the Performing Arts' (TAPA) Media Committee and Commercial Theatre Development Fund. In 2002, Carrie received a Harold Award for her contribution to the Toronto Theatre Community.

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