



culturedays



CELEBRATING ARTS + CULTURE
FROM COAST TO COAST TO COAST



2011 Participation Guide

September 30, October 1 & 2, 2011

www.culturedays.ca



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The Culture Days 2011 Participation Guide serves as an introduction to the goals and philosophies behind the Culture Days movement and includes a wide range of information and tips to help you organize and plan an exciting and engaging 2011 Culture Days weekend (September 30, October 1 & 2). Everyone can play a role in Culture Days: as an arts or cultural organization, a community group, an artist, a municipality, a library, a school, a citizen, a business person; *you* can participate in and contribute to the Culture Days movement!

This Participation Guide details all the necessary information to learn how you can get involved: From background information about Culture Days and information about how the movement works, to reasons why and how to get involved and details about what constitutes a Culture Days activity; from examples of Culture Days activities that took place in 2010 and phases of the campaign and details to help you get organized, to the different marketing, promotional and communications support available, helping you make the most of your 2011 Culture Days experience!

Once you've had a chance to read through the guide, should you have any other questions about how you can get involved or questions about how to plan and promote your activities, please [get in touch with your Culture Days provincial representative](#). Be sure to also sign up to receive Culture Days [e-newsletters](#), follow us on [Twitter](#) and "like" us on [Facebook](#) so you can stay in the loop and be part of the fast-growing Culture Days network!

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London Regional Children's Museum, ON

Culture Days is a coordinated and collaborative pan-Canadian volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities. A national Steering Committee, together with provincial committees (known as Provincial Task Forces) self-mobilize at the grassroots level to implement concurrent, annual, province-wide public participation events that take place throughout the country over the last weekend of September.

The first annual Culture Days event was held in September 2010 in over 700 Canadian cities and towns and, by all accounts, was a great success for all participating activity and community organizers and millions of Canadians who partook in events in their communities. The 2011 Culture Days weekend will take place **September 30, October 1 & 2, 2011**. The annual, Canada-wide Culture Days event features free, hands-on, interactive activities that invite the public to participate "behind-the-scenes", to discover the world of artists, creators, historians, architects, curators, and designers at work in their communities.

The initiative was inspired by the 14-year success of Québec's annual **Journées de la culture** event and spurred on by **Alberta Arts Days**, and the pilot project spOlight in southern Ontario.

Culture Days is a collaborative movement that relies on your participation. Everyone can play a role in Culture Days: as an arts or cultural organization, a community group, an artist, a municipality, a library, a school, a citizen, a business person; *you* can participate in and contribute to the Culture Days movement!

Background

Culture Days was conceived in response to the growing recognition that a vibrant arts and cultural sector contributes directly to a healthy and stable society. The voluntary Culture Days movement represents the largest-ever collective public participation campaign undertaken by the arts and cultural community in Canada.

Culture Days Aims to:

- Foster appreciation and support of the artistic and cultural life that is lived, created and expressed across the country in urban centres, suburban and rural communities alike.
- Stimulate and strengthen a sense of ownership of arts and culture by citizens in their local communities.
- Promote direct interaction between creators and the public, as a key to increasing understanding and appreciation for art and culture.
- Affirm that every citizen is the guardian of the cultural life of his or her community.

How the Movement Works

There is an open call for all individuals, groups, municipalities and arts and cultural organizations to join the movement and offer free participatory and interactive arts and cultural activities during Culture Days. Everyone is encouraged to join the movement, whether you are a professional or amateur cultural creator (i.e. artist, artisan, educator, animator, historian, curator, architect, designer, arts/cultural enthusiast, etc), group, venue or organization, including culturally diverse, Aboriginal, urban, sub-urban and rural communities.

There is no fee to register your activities. If you have a free participatory or interactive arts or cultural activity to offer to the public during the Culture Days weekend – be it new or something you already have planned – register at www.culturedays.ca. Those who join the movement will be asked to provide details about their activity (address, time(s), date(s), photos, etc.) and will benefit from a major national marketing and communications campaign with access to customizable Culture Days materials to help promote activities within their community.

Through exchange and dialogue, artists and creators have a unique opportunity to engage Canadians of all ages in their practice, while citizens delve into participatory experiences exploring their own creativity and curiosity.



Jane Cherry-Lemire

Culture Days is a valuable collective experiential marketing and outreach opportunity for “the outside world” to get a glimpse of what and who is inside the world of arts and culture. People love to get a peek behind the scenes and want to know who you are and how you do what you do! Many will even want to get creative themselves.

As an activity organizer, you can participate in the collective Culture Days movement happening across the country and:

- Highlight the importance of arts and cultural activity for your community’s quality of life
- Help your fellow citizens become aware of the many opportunities available for them to participate in arts and cultural activities in your community
- Draw attention to the different cultures, heritages, cultural workers and artists that contribute to the development and vitality of your community
- Promote and reveal the creativity of our citizens, creators, organizations, and communities through a Canada-wide marketing and public awareness campaign
- Encourage cross-disciplinary and cross-sectoral collaborations
- Create a legacy of strong connections between citizens, cultural workers, artists, and their communities

Every community is full of creativity, arts, and culture. Culture Days is a unique opportunity to boost the reach and impact of all our arts and cultural activities year-round by collectively working together to showcase the vibrancy of our arts and culture, and to encourage everyone to discover something new, something different, and to re-connect with their own creativity and community.



Winnipeg Symphony Orchestra

Culture Days is open to all communities and individuals who believe in the importance of arts and culture in Canadian life. Here are just some people and groups who are invited to get involved:

- Individual artists of all artistic disciplines
- Diverse cultural groups
- Arts and heritage organizations
- Municipalities
- Libraries, archives and collections
- Museums and heritage sites
- Parks, city/town squares and other public spaces
- Festivals, fairs, street celebrations and awards
- Amateur arts and cultural clubs, associations, collectives or groups
- Professional artist associations or unions
- Public or private schools and other educational groups
- Universities and colleges

You are all invited to participate in Culture Days to catalyze and inspire greater public participation in arts and culture.



John Gordon/Langley Times

Anything is possible during Culture Days as long as it brings creators and the public closer together: visitors to a theatre are invited to attend a dress rehearsal; a professional songwriter pens, composes, arranges and records a song with a class of students; a glassblower shares the warmth of his workplace; a museum opens up its restoration workshop to the public; a nighttime tour encourages people to look at their neighbourhood architecture in a whole new light... the possibilities are endless!

Participation Criteria

There are 3 basic criteria to register a Culture Days Activity:

1 The activity must be free to the public

All activities registered as part of Culture Days must be free to the public. If you have already planned a mix of free and ticketed programs, we suggest that you register your free activities with Culture Days, and simply let the public know that you have other activities available as well. Fundraisers or sales can happen in proximity to your free event as long as it does not overshadow or restrict/prevent access to free activities. Culture Days is a great way meet potential new audience members! Note: asking for voluntary donations or placing a donation box near the entrance is not the same as requiring donations.

2 The activity must take place during the Culture Days weekend: September 30, October 1 & 2, 2011

Activities being registered as part of Culture Days must take place during this year's Culture Days weekend. If your organization already offers arts learning or outreach activities, simply schedule one of your regular events during Culture Days. That way your group can participate for little or no extra cost. Another option is to provide a small sample of events that are coming up later in the year. For example, if your organization is rehearsing a theatre performance that will open later in the fall, provide the public with a free, "behind-the-scenes" experience of a rehearsal, where they can speak and engage with the director and actors during the Culture Days weekend. These kinds advanced teasers generate interest in the up-coming performance and the rest of your season.

3 The activity must be participatory

All Culture Days activities must be participatory in nature. This means that your activity must involve some kind of participatory aspect or offer the public "backstage"/behind-the-scenes access to see how you do what you do. Invite the public to go beyond a typical passive audience experience into being a part of the creative process. For instance, if you are in a choir, you could offer a workshop on how to sing or harmonize; if you own or operate a dance studio, you could offer a dance class; if you are involved in a community radio station, you could offer a guided tour of your studio. Engagement and participation, regardless of the activity, are key. And fun counts too! People love to do what they normally don't have a chance to do.

Activity Types and Categories

There are 5 basic participatory activity types that can be registered as part of Culture Days, spanning a wide range of artistic and cultural categories/disciplines.

Activity Types:

- Hands-on Activity: Create, help make or try doing something yourself
- Behind-the-scenes: See inside artistic spaces and get a peek at creativity in action (indoors/outdoors)
- Excursion: Tour of more than one location (eg. Art gallery crawl)
- Discussion: Take part in artist talks, panels, round-tables and other cultural conversations where you can learn and discuss
- Collective Creation: Contribute to a collaborative act or work

Activity Categories:

- Architecture
- Comedy
- Culinary Arts
- Dance
- Design
- Film or Video
- Heritage
- Literature and Spoken Word
- Multi/Interdisciplinary
- Music
- New/Digital Media
- Theatre
- Visual Arts

Below are examples of activities that many cultural professionals and organizations offer already. The imagination of Culture Days activity organizers, however, should not be limited to these suggestions. Be creative! Invent a new type of interaction!

- Guided tours (galleries, museums, backstage, heritage sites, in costume)
- Outdoor walking tours (historical, architectural etc.)
- Creation workshops
- Interactive demonstrations of technique, how-to etc.
- Introductory courses / workshops / classes
- “Meet the artists” events
- Presentation / performance with discussion period
- Public rehearsals (with artist discussion)
- Interactive performances
- Improv creation and activities
- Games, competitions
- Collective creations

Here are some examples of activities that took place as part of Culture Days 2010:

Public Reading and Writing Challenge

Location: Fredericton, New Brunswick

Organized by: The Vagabond Trust

Type of activity: Behind-the-scenes, Hands-on Activity

Category: Literature and Spoken Word, Visual Arts

Description:

Some members of the Vagabond Trust will be appearing at Gallery Connexion next Friday, the 24th, from 7 to 10PM. This is going to be part of Culture Days, "a Canada-wide interactive celebration of arts and culture." This will be a free event, with a reading by members of the Trust, and a writing challenge.

We will be challenging the audience to compose a postcard story or a poem based on, or inspired by, art work in the gallery. No previous writing experience is necessary, as it's all just for fun. We'll be available for anybody that needs a little help. As this is a challenge, not a contest, there won't be any prizes, but we would like to have a reading with the works that will be created during the challenge.

Gallery Connexion is located at 400 York St., in Fredericton (it's the old Chestnut complex). It is Fredericton's only artist-run center, that promotes emerging and established Canadian and international contemporary art.

Sing Out - Big Sing

Location: Halifax, Nova Scotia

Organized by: Nova Scotia Choral Federation and the Association of Canadian Choral Communities

Type of Activity: Hands-On Activity

Category: Music

Description:

Everybody young and old is welcome to come and join members of the Nova Scotia Choral Federation, Association of Canadian Choral Communities and the Kodaly Society of Nova Scotia for SING OUT - a big sing which will take place in front of the Spring Garden Road Memorial Public Library in Halifax! Song sheets will be available.

The Gr8 bits show ver. 1.2 @ the Winnipeg Art Gallery

Location: Winnipeg, Manitoba

Organized by: mrghosty

Type of Activity: Behind-the-scenes, Hands-On Activity

Category: Design, New/Digital Media

Description:

The Gr8 Bits Show brings together artists from Winnipeg to share with you their unique artwork based on the culture and technology of video games.

The evening will feature art by:

mrghosty - demonstrating his DDRVJC (Dance Dance Revolution VJ Controller) and his VJ drums installations, where participants dance or drum to create live audio visual compositions.

murray toews - GAME PAK custom "anti"- game video games.

rylaan gimby - demonstrating his custom tagtool drawing / video manipulation installation.

Andrew Milne - live video mixing using vintage gaming consoles and custom gear.

Cut Stickens- live music compositions based on sampling 8 bit video game sounds in real time.

decade forward - DJing from a custom handheld video game DJ rig.

Kizuna – Connecting Through Generations

Location: Burnaby, British Columbia

Organized by: Japanese Canadian National Museum

Type of Activity: Behind-the-scenes

Category: Heritage/Visual Arts

Description:

What bonds do we have with the past? How do we maintain important connections between our lives today and into the future? As part of its 10th Anniversary celebrations, the Japanese Canadian National Museum has invited four contemporary artists of Japanese Canadian ancestry to create new works specifically for the exhibit Kizuna – Connecting through Generations.

The artists being featured are Natalie Purschwitz (interdisciplinary artist working with fibre and textiles); Greg Masuda (photographer/filmmaker); Miyuki Shinkai (painter and glass artist); and Mark Takeshi McGregor (musician and contemporary music collaborator).

The term “Kizuna” means bonds or ties – either a physical or ephemeral connection. Each artist will work with a community member, and will also use the museum collections as a tool to inspire discussion or memory, and for visual inspiration. Follow their creation process through the Kizuna blog at www.kizunaproject.blogspot.com, then visit the exhibit for a unique presentation of history and community – a contemporary installation/art piece that mixes the past and present and speaks to the future.

Master Class with Rex Harrington

Location: Toronto, Ontario

Organized by: The National Ballet of Canada

Type of Activity: Hands-On Activity

Category: Dance

Description:

On Saturday September 25, 2010 from 2 pm to 3:30 pm all of Canada is invited to take ballet class taught by The National Ballet of Canada’s former Principal Dancer and current Artist-in-Residence Rex Harrington.

In our studios at the Walter Carsen Centre for The National Ballet of Canada, Mr. Harrington will teach ballet class to registered participants as well as dancers from The National Ballet of Canada. This class will be streamed live on the internet so that ballet students in studios across the country and those in their homes can participate alongside the professionals.

To see more examples of 2010 Culture Days activities, click [here](#).

How to participate if you are a:

- **Municipality**

Organize Culture Days events at your City/Town Hall or Civic square or other municipal cultural venues. Encourage your libraries, museums and heritage sites to register activities and to offer their venues to other local artists and cultural groups. Support the cultural community by supporting local marketing and public relations efforts. Promote the Culture Days opportunity to your arts and culture community and other interested groups and organizations. Mobilize other partners.

- **Library**

Schedule regular library programming such as author readings, storytelling circles, writing workshops, etc. during Culture Days. Organize a “**Human Library**” or other outreach events. Offer to host local arts and cultural groups in the library’s multi-purpose rooms, lobby or outside spaces to create a community and cultural hub.

- **Arts Council**

Be a point of connection and communication for local Culture Days planning and promotion. Facilitate partnerships between activity organizers and the creation of “hubs” or centres featuring a number of different activities. Organize your own activity to promote what the council does year-round and to recruit new members. Mobilize other partners.

- **Tourist Board**

Help to create and promote cultural destinations, passports or tours in your community. Mobilize other partners.

- **Organization**

Welcome the public into your facilities, rehearsal spaces or studios for behind-the-scenes activities. Partner with other organizations and/or independent artists to create cross-disciplinary activities, creating Culture Days “hubs”. If you have education or outreach initiatives, organize hands-on activities or sample versions of your regular workshops, classes or lectures, offer a sampling during the Culture Days weekend. Show your appreciation for your volunteers and recruit new ones with a volunteer recognition event.

- **Individual Artist**

Share your medium, artistic process and techniques. Discuss your practice, inspirations, challenges and works-in-progress. Open your studio and show your artworks. Get together with other independent artists and create a hub of activities to attract a larger public. Speak to your municipal cultural department to see if they can offer a venue and support your efforts.

- **Member of the public**

Volunteer with a local arts or cultural groups during Culture Days. Tell your friends and family about local events and plan an excursion. Share your photos, videos and comments with Culture Days. Encourage organizations and artists you know to organize an activity and lend a hand!

For more ideas of how to get involved, contact your [provincial Culture Days representative](#).

Other Ways to Participate

There are many ways to get involved. Virtually anyone can organize an activity. Or, consider participating in one of the following ways:

Offer a Venue

If you have a venue such as a classroom, theatre, office space, public space, studio, arts centre, gallery, lobby area, commercial building or other easily accessible space, consider offering the use of your venue to artists or other activity organizers as a location for a Culture Days activity. If you don't know any artists or cultural groups, [send a message to the Provincial Task Force representative in your region](#) – they may be able to put you in touch with an artist or group that is looking for space. You can also [register your venue online on the Culture Days web site](#).

Volunteer or Help Support an Activity

Spread the word about Culture Days to your community leaders, artists, and cultural groups by circulating Culture Days newsletters, talking about the movement at local events, and posting the Culture Days logo or poster in support of the celebration. Or maybe you could be the person who helps put the artist in touch with those who have office space that they would like to see animated with an interactive art experience during Culture Days. If you work in the business sector, suggest to your colleagues that they invite artists to work with your business group as a great team-building exercise or plan a Culture Days itinerary for your colleagues and go together!

Activate Your Community

You run a business, you coordinate community groups, you lead school/social activities, you are an active Facebook/Twitter/etc. user, you have a blog...In short, you know people, and you can get the word out to them. Spread the word about Culture Days and suggest to people in your network that they become part of the experience – as an audience participant, an activity organizer, a supporter, or in any other role you can think of!

how to participate

Declare Your Alliance

If you work for a municipality or a regional community, encourage your municipal cultural planning department to make Culture Days part of its annual programs. In Québec, where the inspiration for Culture Days originated, 308 municipalities have signed the official [Declaration of Journées de la culture](#) and many of those municipalities directly organize cultural activities during the weekend-long celebration of local arts and culture. In 2010, several communities, including Thunder Bay, ON and Kindersely, SK (in a direct response to the proclamation of Culture Week by Tourism, Parks, Culture and Sport Minister Dustin Duncan) also made official Culture Days declarations.

Let Us Know What You Think

If you have an opinion, an idea, a suggestion, a tip, or any other contribution to send our way...[get in touch!](#) Culture Days is an open movement and a self-mobilizing network. Everyone, including you, can help shape the development of this grassroots initiative.

Sign up for our [e-newsletters](#) to stay up to date on the latest Culture Days news. You can also check out the Culture Days [blog](#), follow us on [Twitter](#) and “like” us on [Facebook](#).



Dave Brosha

Here is a checklist to help you plan and make the best of your Culture Days experience as a Culture Days Activity Organizer.

Leading up to Culture Days

Register your activity online at www.culturedays.ca.

Activities taking place in Alberta should be registered following the process indicated at culture.alberta.ca/artsdays. Activities taking place in Québec should be registered following the process indicated at www.journeesdelaculture.qc.ca.

- Decide what you would like to offer as an activity.
- Verify that your activity will take place during the designated Culture Days weekend.
- Ensure that your activity will be free, open to the public, and involve an element of interaction or participation. How you design and integrate the interactive or participatory component into your activity will depend on your creativity and your educational, outreach, engagement, marketing, artistic or cultural interests. The interaction can be as simple as encouraging dialogue – be it between artists and the public, or simply amongst the public (citizen to citizen).

- Work with other Culture Days registered activity organizers in your area to create a “hub” of activities. “Hubbing” makes it easier to attract people to your activity as they will be going to an area where they can experience a number of different activities. By “hubbing”, you can pool and share your resources, and maximize your promotional efforts.
- Select and confirm your venue.
- Invite people to your activity. Work with volunteers to help organize your activity and promote it.
- Use the tools that Culture Days provides to market and promote your activity including the Local Marketing Kit and the Public Relations Kit. These kits will provide you with a number of different materials (including the Culture Days logo, customizable ad, poster and flyer templates...etc.) and information on how to get local media interested in what you’re planning. (See below re: “Local Marketing Kit” and “Public Relations Tool Kit” for more information).

During Culture Days

- Provide a good experience for your guests – you are their arts and cultural host for the time that they spend with you. Be sure to begin and end on time, in case your guests have another activities to go to.
- If you are using someone else’s space, be a respectful guest for your venue host.
- Place signs in prominent places to ensure that people know where to find your activity.
- Be sure to take photos, and even video, of your event – documentation is always a good idea; and you can share these photos and videos with Culture Days via our social media channels, to show us (and the world!), what a great event you hosted!
- Keep track of how many people attend your activity.
- Invite your guests to provide feedback. Culture Days will supply a template.

After Culture Days

- Complete the Activity Organizer’s Feedback Form and include feedback from the public.
- Share your photos: upload them to [Flickr](#), tag them with the word “culturedays” or “fetedelaculture,” then email us the photostream link. You may post the photostream link to our [Facebook page](#).
- Share your videos: upload your video(s) to [YouTube](#), tag them with the word “culturedays” or “fetedelaculture,” then [email us](#) the video link. You may post the video link to our [Facebook page](#).
- Pat yourself on the back! Consider contributing an article to the Culture Days [blog](#) about any new collaborations or experiences that would interest other activity organizers and the public to learn about.



Nova Scotia Department of Tourism, Culture & Heritage

The role of the Culture Days' staff and volunteers is to help coordinate, support and facilitate the execution of Culture Days activities throughout Canada. Culture Days drives an annual, large-scale, multi-layered, national communications and public relations campaign designed to help inspire and catalyze greater public participation in the arts and cultural life of our communities. CBC, The Globe and Mail and St. Joseph Communications (*Canadian Family*, *Where*, *Fashion* and *Toronto Life* magazines) are national media partners and help create large-scale awareness for the event. Culture Days facilitates communication and networking in order to coordinate Culture Days activities and drive awareness through the national communications and public relations campaign. Culture Days also creates and distributes a variety of tools to support activity organizers throughout the process of planning, promoting and executing their Culture Days activities. In addition, Culture Days also facilitates learning and peer-to-peer exchanges of best practices and ideas through the [Info Sessions](#), [blog](#) and other communication channels.

Web Site

Culture Days manages and updates the Culture Days [web site](#); the central hub for all things Culture Days. The web site also acts as a vital tool for activity organizers to:

- Learn about organizing activities
- Browse activities that took place last year
- Read tips and tricks on the blog to help organize an activity
- Find contact information for regional representatives
- Register activities
- Access the Culture Days logo to identify and promote your activity as a Culture Days activity
- Access the Local Marketing Kit (see below for more on the LMK)
- Access the PR Tool Kit (see below for more on the PR Tool Kit)
- Subscribe to the newsletter to stay in the loop
- Share your Culture Days experiences by posting to the blog and uploading your pictures
- Consult the latest media coverage about Culture Days across the country
- Submit your photos, videos, success stories, best practices, ideas, tips, and activities for possible features on TV, radio, in print, on the website, and through social media channels as part of the Canada-wide communications and marketing campaign.

Blog

The Culture Days [blog](#) is the spot where you can discover all kinds of tips and tricks posted by others who have already organized successful Culture Days activities. You can comment on blog posts and even contribute to the blog yourself. If you have some ideas on interesting and creative ways to organize or promote an activity or you simply want to share what you're doing, the blog is the place to do it!

Info Sessions

Culture Days offers free, telephone Information Sessions leading up to the Culture Days weekend for anyone interested in learning more about how to participate. National and regional staff answer questions and provide guidance to help you make the best of your Culture Days experience; from planning and connecting with others in your area to promoting and presenting your activity. Hear from those who have already participated successfully and learn what others are planning. [Sign up for Info Sessions on the Culture Days web site.](#)

Social Media

Culture Days is also very active in the world of Social Media: follow Culture Days on [Twitter](#), interact with other activity organizers from across the country via [Facebook](#), upload your photos and video to the Culture Days [Flickr](#) and [YouTube](#) accounts/channels to share what you're doing with others.

These communication channels are there for you to use to ask questions, interact, network, promote your activity, dialogue with others across the country who share the same passions as you...etc. and generally benefit from having a country-wide connection to hundreds of thousands of other activity organizers and interested members of the public. Use these channels as your own!

Local Marketing Kit

When you register an activity, you'll have free access to the Culture Days Local Marketing Kit; a package that contains templates that you can adapt and personalize to help you promote your activity. Your activity will benefit by using the Culture Days branding and by aligning your activity with the Culture Days movement.

- Culture Days logo
- Customizable
 - Posters
 - Postcards
 - Print ads
 - Web banners
 - Web badges
 - E-flyer
 - Radio commercial
- TV commercial/web video

PR Tool Kit

The Public Relations Tool Kit will help you increase public awareness and generate media coverage for your Culture Days event locally. The tool kit provides useful tips on how to publicize and promote your event and offers guidelines for communicating with members of the media and others in a position to support your Culture Days event.

The tool kit includes information on how to invite and accommodate media who attend your event and how to generate the best media coverage. It also contains Culture Days media material templates and media kit items which will help you communicate with the media, including things like:

- Media Advisory Template
- Listings Advisory Template
- Culture Days Media Kit
- Press Release(s)
- Fact Sheet
- Backgrounder
- List of Partners



SaskCulture

PHASE	NAME	TIMELINE	DESCRIPTION
Phase 1	Engagement Campaign	January – March 15 (and onwards)	Get engaged in Culture Days! This is the time to start brainstorming your Culture Days activities. Start talking to others in your local arts community about potential partnerships and ideas to make Culture Days a hit. Get in touch with Culture Days staff and regional Task Forces to see how you can get involved.
Phase 2	Pre-Registration	March 15 – April 22	Pre-register your Culture Days activity to declare that you're participating in the movement – get a mention at the National Media Launch in May! Continue building partnerships and refining your activity plans.

PHASE	NAME	TIMELINE	DESCRIPTION
Phase 3	Organizing	Spring	Start organizing your activity including learning how you can promote and market your activity. Finalize your activity details such as date, time, location, etc. and publish your activity live on the Culture Days website.
Phase 4	Promoting	August	Launch your local marketing initiatives! Begin spreading word-of-mouth.
Phase 5	Promoting! Lead Up and Kick off	September	Kick your marketing and PR initiatives into over-drive and enjoy Culture Days 2011!
Phase 6	Wrap Up	October	Thank those who helped out and submit feedback reports. Share your success stories, photos, videos and comments from the public with us!



Fall for Bear River, Sam Santos, ON

Below you'll find contact information for the national office and regional Culture Days representatives. Please get in touch if you have a question or would like to get involved, show your support or participate in Culture Days – we're here to help!

Culture Days National Office

4750, avenue Henri-Julien
Suite 050
Montréal, QC
H2T 2C8

Email: info@culturedays.ca

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Fax: 514-873-2724

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1-888-981-9886

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604-681-3535 x 215

Newfoundland

Laura Bruijns, Culture Days Newfoundland and Labrador
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Ontario

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