

## **Canadians Get Up-Close with Culture September 30 to October 2** *7<sup>th</sup> annual Culture Days invites Canadians to immerse themselves in local arts and culture*

**Toronto, ON, September 19, 2016**—Canadians are invited to fall in love with arts and culture during Culture Days. From September 30 to October 2, the 7<sup>th</sup> annual Culture Days weekend will offer participants an eclectic range of free, rare-access, and hands-on arts and culture activities available locally.

Every year during Culture Days over 800 Canadian rural and urban communities alike collaborate to showcase their unique part in Canada's diverse artistic and cultural mosaic. This year, experience a hybrid of dance and fitness with [Pow-Wow boot camp](#) in **St. Catharines, Ontario** or [inspire young artists to bloom](#) in **Winnipeg, Manitoba**; be transported to ancient Japan for [traditional tea](#) in **Kelowna, British Columbia**, or channel The Group of Seven while [painting surrounding landscapes](#) with friends in **Millarville, Alberta**; take to the [performance stage](#) in **Moose Jaw, Saskatchewan** or free the inner artisan while [glass blowing](#) in **Whitehorse, Yukon**. Having initiated Culture Days in 2009, Canada's largest arts organizations including the [Toronto International Film Festival](#), [Vancouver Opera](#), [the Stratford Festival](#), [Canada's National Ballet School](#), and [Canada's Royal Winnipeg Ballet](#) are also leading the way in their cities with unique Culture Days activities. Choices abound as creativity soars.

"It's incredible how Culture Days has been adopted in so many corners of the country by artists and creators, organizations, communities and cities as a vehicle to celebrate and share their creative talents, programs and cultural traditions with their fellow citizens," commented David Moss, National Executive Director. "We are thrilled with the ongoing growth and maturation of Culture Days as an integral pillar of the Canadian cultural calendar."

**THIS YEAR'S ACTIVITIES:** This year, organizers expect a record number of more than 8,000 Culture Days activities to be presented, all free of charge. Culture Days activities are curated and hosted by individual artists, organizations of all sizes and disciplines, community arts initiatives, municipalities and businesses. Click [HERE](#) for a personal invite. The weekend offers a startling array of rare-access and hands-on arts and culture activities in hundreds of local communities across Canada. Activities span [indigenous cultural traditions](#) to [new media](#), [crafts](#) and [music](#) of all forms to [culinary and agriculture](#), [literature and spoken word](#) to [theatre](#), [film](#), [design](#) and everything in between! Whether discovering something new, or revisiting an old favourite, there's something for everyone, everywhere. Click [HERE](#) to search the full range of activities by location and type happening September 30 to October 2.

**PLAN YOUR WEEKEND WITH THE BRIGHT SPOTS SCHEDULE:** Creating a personalized Culture Days weekend itinerary of activities is made easy with the Culture Days Bright Spots Schedule. This innovative tool is generously made possible by Sun Life Financial through its award-winning Making the Arts More Accessible™ program. Click [HERE](#) to get started.

“At Sun Life, we believe that all Canadians should be able to enjoy arts and culture regardless of their means. It’s through our award-winning Making the Arts More Accessible™ program that we’re able to support many arts organizations across Canada, enabling individuals and families to enjoy the best of arts and culture our country has to offer,” said Paul Joliat, Assistant Vice-President, Philanthropy and Sponsorships, Sun Life Financial. “As the National Partner of this grassroots, community-based movement, we're pleased to play a role in the success of this national celebration of culture.”

## **ABOUT CULTURE DAYS**

Culture Days exists to create a Canada where culture connects us all to see and do more.

Founded in 2009, Culture Days is a non-profit organization dedicated to building a national network of cultural connections devoted to providing Canadians with opportunities to participate in, and appreciate, all forms of arts and culture. Through an annual three-day national celebration each September, hundreds of thousands of artists and cultural organizations in hundreds of cities and towns come together and invite Canadians to participate in free interactive and behind-the-scenes activities to discover their cultural spirit and passion.

As a leading national voice for the active and engaged cultural life of all Canadians, Culture Days provides support, tools and resources to a wide variety of artists and cultural organizations to help them unite the country through engagement in culture.

For more information please visit [www.culturedays.ca](http://www.culturedays.ca)

## **Partners**

Culture Days was initiated by Founding Partners The Canadian Arts Summit, Culture pour tous (producer of Journées de la culture in Québec), the Canada Council for the Arts and The Banff Centre. National Partner is Sun Life Financial. National Broadcast Partner is Bell Media (CTV) and National Communications Partner is St. Joseph Communications. National Creative Partner is BT/A and National Digital Partner is Plank. Cineplex Media is an official partner of the [Share Your Love of Culture](#) contest. Federal Government support is provided by the Department of Canadian Heritage.

Provincial Partners are: Government of British Columbia, Government of Alberta, SaskCulture, Government of Manitoba, Manitoba Arts Council, Winnipeg Arts Council, The Asper Foundation, Government of Ontario, Ontario Arts Council, Ontario Trillium Foundation, Ontario Cultural Attractions Fund, Government of Québec, Government of New Brunswick, Government of Nova Scotia, Government of Prince Edward Island, Government of Newfoundland & Labrador, and the Government of the Northwest Territories.

**Social Media:**

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[facebook.com/CultureDays.Fetedelaculture](https://www.facebook.com/CultureDays.Fetedelaculture)

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For more information about what's happening across Canada, hi-res photography, or to coordinate interviews with national spokespeople, please contact:

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